California

WHERE LIFE IS BETTER

CALIFORNIA

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THE INCOMPARABLE YOSEMITE

"Snowy mountains soaring into the sky twelve and thirteen thousand feet * * * gardens on their sunny brows, avalanches thundering down their long white slopes, cataracts roaring gray and foaming in the crooked, rugged gorges, and glaciers in their shadowy recesses working in silence, slowly completing their sculpture."—John Muir.

CALIFORNIA

WHERE LIFE IS BETTER

California is more

than a state—it is a country

BRYCE

CALIFORNIANS INC.

HEADQUARTERS: SAN FRANCISCO

1923

The Great Central Valley lies glowing golden in the sunshine, extending north and south farther than the eye can reach, one smooth, flowery, lake-like bed of fertile soil. . . . All the seasons of the great plain are warm or temperate, and bee-flowers are never wholly wanting. . . . The time will undoubtedly come when the entire area of this noble valley will be tilled like a garden, when the fertilizing waters of the mountains, now flowing to the sea, will be distributed to every acre, giving rise to prosperous towns, wealth, and the arts.

JOHN MUIR.

Driving along through these enchanting scenes I had a grander dream. I saw a more beautiful race in possession of this Paradise—a race in which the best symmetry and grace of the Greek was partially restored; milder manners, better regulated impulses, and a keen appreciation of the arts which enrich and embellish life.

BAYARD TAYLOR.

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FOREWORD

CALIFORNIA is a constant challenge to the imagination and to the creative impulse of man. A country of countless scenic marvels, one thinks of it with a kind of awe, as of a thing seen yet too extraordinary to be wholly believed in. Hence the difficulty of conveying by means of the written word any sense of these wonders. If California seems legendary to her own sons, what must she seem to the distant stranger?

From the standpoint of material productivity, California is equally amazing. The country is teeming with life. Sun and soil cry a perpetual invitation to man to join with them in creative partnership. And as yet this invitation has been very inadequately responded to. In spite of the half-billion dollars' worth of fruit and grain and vegetables that California produced in 1921, the potentiality of luxuriant nature still dwarfs the puny enterprise of man. The census of 1920 lists California's population as approximately three and a half millions. There is room, ample room in California for thirty millions.

Not only room, but need. California cannot fulfill her manifest potentialities until many new millions have been added to her present population. The hard-sledding pioneer phase is past. There remains the task of building, in this garden of the West, a proud and rich civilization which will be in some measure an answer to the opulent challenge of nature. Life today in California is on the whole freer, richer, happier in all probability than it is anywhere else in the world. What life can be tomorrow, and the day after tomorrow, if man does well his part where nature has been infinitely prodigal, is something that can scarcely be contemplated without a catch of the breath.

Californians Inc. invites you to come and enjoy this free and vivid life of the present, and to join in building the greater California of the future.

This booklet, like the map on the following page, is only a general outline of California and what it offers you. It is impossible, briefly, to tell you of all the resources and advantages of the many beautiful, progressive, and prosperous cities and towns and counties which make California what it is. But we have detailed information concerning all of them.

We suggest that you write us for the specific information of which you, as a tourist, a business or professional man, a home-seeker, a prospective farm-settler, stand in immediate need. You may write to Californians Inc. with confidence. The organization is the outcome of the desire of hundreds of business firms, associations, and individuals to establish for the state an impartial, non-profit-making body for the dissemination of exact, unprejudiced, authoritative facts. Whatever your problem or desire in regard to California, Californians Inc. will endeavor to answer it intelligently and sympathetically.

SCENIC MAP OF CALIFORNIA

The magnitude and complexity of California are best understood by a visualization of the major topographical elements. The Great Valley of California comprises an area of over twelve million acres, sheltered from the sea-winds by the Coast Range with its numerous fertile valleys, and watered by the melting snows of the Sierra Nevada mountains—a vast agricultural bowl in which grow every plant and tree native to the temperate and semi-tropical zones. The Great Valley is drained by the Sacramento and San Joaquin rivers, which meet and flow together into San Francisco Bay, the natural port of all this marvelously rich region. North of the great central basin is northern California, with dense forests, rugged valleys, and the Siskiyou mountains at the Oregon line. South of the Great Valley is southern California, the Sierra Madre mountains separating the great Mojave Desert from the Imperial Valley and the beautiful region along the coast.

CALIFORNIA
WHERE LIFE IS BETTER

WHY IS A CALIFORNIAN?

Why is a Californian such an astonishing phenomenon to the uninitiated and uncomprehending outlander? What vision have they seen that makes these Californians not merely contented citizens of a prosperous commonwealth, but missionaries, crusaders, impassioned bearers of glad tidings to the dwellers in less favored portions of America and of the world?

OFTEN Eastern friends, irked by the monotonous pæans of praise sung by the residents of the land of sunshine and flowers, are moved to ask such questions as these. But they are never completely answered until the questioners themselves come to California. Then the mystery at once becomes plain.

For example, suppose that, having entered California by one of the passes across the Sierra through which the caravans of the pioneers once hewed their way, you are traveling by automobile from Sacramento, the state capital, to San Francisco. It is the end of the summer, and the smooth contours of the bare brown hills that slope and swell about the base of Mt. Diablo are like waves of the sea rolling endlessly into the distance. You stop to examine an ancient weathered road-sign pointing north. It says, simply, "To Seattle."

Suppose that next day you are climbing the Sausalito hills that overlook the Golden Gate, with the splendid amphitheater of the bay on one side opening out upon the blue expanse of the Pacific on the other. Carved on the rock you may see a hand pointing west, and beneath it the words, inscribed by some whimsical hiker, "To China."

As Californians, we submit that these things not only indicate a unique attitude toward matters of geography, but that they symbolize fairly and truly a certain freedom, a certain Homeric sweep and simplicity, which Californians, responding inevitably to the stimulus of their magnificent landscapes, come to share in common.

A Californian is a person who has acquired a new scale of values, a new sense of life. Note that the most rhapsodic Californians are not necessarily Native Sons, but newcomers of one, two, or three years' residence. A Californian is a human being who, after years of struggle with a less bountiful Mother Nature, suddenly finds his fundamental adjustments to life eased, relaxed, rendered incomparably more pleasant and advantageous. If he is a particularly hard-bitten individual, if life elsewhere has treated him harshly, it may take as long as half a dozen years before he fully appreciates his improved estate. Then he begins to unbend. He is kinder, both to himself and to his neighbors. He discovers, often with a kind of naïve bewilderment, what a fine and gracious thing life can be.

Seeing California's fertile valleys pour forth their almost incredible abundance, he loses his distrust of life, and taps resources of confidence and enterprise that he scarcely knew he possessed. He dreams large romantic dreams, and then sets to gaily and makes them come true before the eyes of an astonished world.

The Californian inherits a natural domain unparalleled in wealth and beauty. He is rich in all the essentials of life, and rapidly growing richer. He is happy. He wants everybody to know about it. There is nothing very complicated about the Californian's psychology. He is merely showing the effects of an unaccustomed fulness of heart. And the strangest part about the gorgeous tales he tells, is that almost all of them are true.

CONCERNING CLIMATE

This includes the tales about the climate. The average Californian's attitude on this point is

Climate is important in its effect on human happiness, as well as on agricultural and industrial productivity. The metropolitan cities of California enjoy a larger number of clear, sunshiny days during the year as well as a lower range in changes of temperature than any other of the metropolitan cities of America. The graph shown above pictures the days of sunshine during the year in representative cities of the United States.

likely to be brutally frank. He will tell you that he cannot understand why anybody should live in a country where it is always either too hot or too cold, where one never knows when it is going to rain, snow, or hail, where one is forever subject to such sordid vicissitudes of climate as having one's feet wet, one's ears frozen, or one's collar wilted. If you reply that this, after all, is life, he will answer crudely enough that it isn't *The* Life; furthermore, that he sees no virtue whatever in being alternately baked and frozen, rained on and snowed under, no matter how stoically these miseries are endured.

The detailed statistics of climate give only a faint idea of what it means in comfort and happiness. Picture to yourself what a difference is made in your habits, your moods, your whole adjustment to life, when you know that for at least four months of the year—from June 1st to October 1st—no rain will fall. You are emancipated from the tyranny of the gum-shoe and umbrella. You can drive your car into the country without the thought of top or side curtains. You can camp for the night and sleep on the ground, with no other protection against the dew than the overhanging branches of a redwood tree. Very kind, very indulgent is our gentle Mother Nature in California. Her joyous lyric moods predominate, even during what we call our winter. During these months, while the rain is painting those long brown hill-slopes a delicate green, varied by the blue larkspur and the gold of the poppy, three out of five mornings are jubilant with warm sunshine; three out of five nights are starry and clear. It is only during the months of January, February, and March that rainy days are frequent. There is no winter at all in the eastern sense.

Nature sets the key in which we play life's music. And here the key is a vigorous major. You can scarcely be *blasé* in California. Sooner or later the rhythm of the warm earth and the blue sky will possess you; you will become simple again, and you will love the taste of life in spite of yourself.

A SAN FRANCISCO HILL-DWELLER

If the love of cities is embedded in your nature, you will find San Francisco (taking this city for an example of California life) endlessly fascinating, both in the picturesqueness of its scenery and in the gay and colorful life of its cosmopolitan population.

In San Francisco we live on the tops and on the slopes of seven—or is it eleven?—hills, as we call them in California. Elsewhere they might be called mountains. Our living-room windows, our sun-rooms and sleeping-porches look out upon the southern peaks, or upon the western ocean, or north and east across the bay to the peak of Mt. Tamalpais and the blue wall of the Berkeley hills rising up toward Mt. Diablo in the distance. Probably more of us live on intimate terms with ocean and bay and mountain than any other urban population in the world.

You will find very few slum-dwellers in San Francisco, or, for that matter, in any other California city. You will even have difficulty in finding the spectacled Mr. Common People, or the Tired Commuter, or any of the other down-trodden twentieth-century types for whose woes the caricaturists have caused our hearts to bleed.

Consider the average San Franciscan re-

SAN FRANCISCO AND THE BAY CITIES ➞

Viewed from the great bay, San Francisco's waterfront skyline is extremely picturesque. About fifty million people annually pass through the Ferry Building, the tower of which rises in the center of the lower picture. At the left is Goat Island, and on the farther shore are Berkeley, Oakland and Alameda, all contributing largely to San Francisco's commuting population The peak in the distance is Mt. Diablo.

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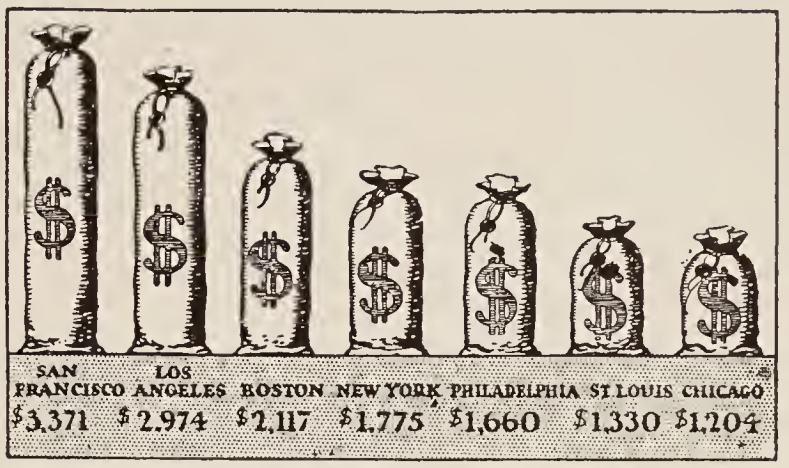
NOTE: These, and all succeeding illustrations, are described directly opposite, at the foot of the facing pages of text.

turning to his home at five o'clock on a weekday. If the street-car is crowded, he waits for the next one. He is neither particularly tired nor particularly hurried. Perhaps he stops to make a purchase at the corner flower-stand. (San Francisco buys more flowers per capita than any other city in the world. The downtown streets are gay with flower-stands every month in the year.) Twenty-five cents—or "two bits," as we say in California—buys an armful of flaming marigolds. Tucking them under his arm, our San Franciscan secures an outside seat, the better to see the view (it is never too cold to sit outside), and the car clangs with him up and down the steep hills to his home. The trip is as jolly as a ride on the roller-coaster, and as much unlike the ordeal of the subway or elevated journey as one can imagine.

Another way of going home is by automobile, and there are many thousands of San Franciscans who elect this mode of transportation between home and office. Ride with one of these automobile commuters up the boulevard that circles Twin Peaks, and you will see San Francisco spread like a gaily patterned robe over the hills and valleys on which the city is built.

Market Street, a wide white line drawn due east from Twin Peaks into the bay, divides this robe into two parts. To the right is "the Mission," a sheltered and sunny district centering around the ancient Mission Dolores, and extending down to the bay, where half a dozen great warships ride at anchor in Man-o'-War Row.

To the left is Telegraph Hill, from whose top the forty-niners once signaled the arrival of the ships coming in from around the Horn. Today a radio broadcasting station records the daily comings and goings of a vastly richer and more intricate life of the sea: the deep-lunged liners steaming slowly in through the Gate and warping up beside the great pier-warehouses at the Embarcadero; the storm-beaten Alaska fishing fleet anchored in China Basin; the little blue-and-white power boats of the Italian fishermen at Fishermen's Wharf; the square-rigged lumber vessels



San Francisco ranks high in per-capita wealth (see graph above), in per-capita savings (68% greater than the average for the United States), and in per-capita bank deposits (78% greater than the United States average). San Francisco's monthly purchases total $757,000,000—the third highest in proportion to population among America's leading cities.

lifting their tall spars in the cove between Sausalito and Belvedere.

On the southern slope of Russian Hill, Chinatown may be distinguished as a long line of flaring gilded roofs and ornamented balconies extending from the Latin Quarter half-way to Market Street. Farther along the bay shore the cliffs rise steeply, and a huge ridge, castellated for miles with villas built into its sides and along its crest, stretches clear to the ocean. On the rich green that carpets the crest of this ridge, with fresh breezes always blowing, and with bay and ocean and mountains all about them, the golfers of the Municipal Golf Links may be seen playing through a season that lasts 365 days of the year.

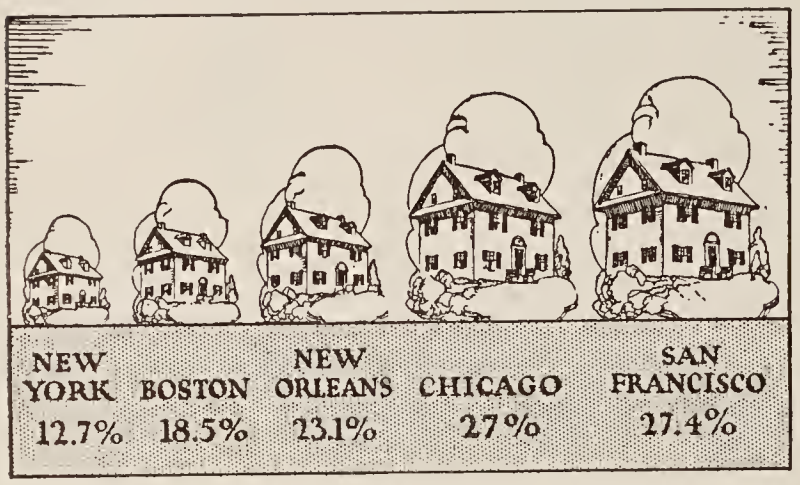
Inland are the pleasant residential districts of Sunset and Richmond, bordering a four-mile wood which is Golden Gate Park. On the other side of Twin Peaks are other residential parks with curving streets and fountains among the eucalyptus groves that clothe the smooth, sunny hill-slopes stretching down to the sea.

COMMUTING DE LUXE

Consider the commuter crossing the bay to one of the suburban communities in Contra Costa, Alameda, or Marin counties. Again you look in vain for the harassed brow and the bent shoulders of the comic-supplement

← RHODODENDRONS, GOLDEN GATE PARK, SAN FRANCISCO

Tourists from every corner of the globe set aside a day or more to drink in the marvelous beauties of Golden Gate Park. This great garden of more than a thousand acres reaches from the ocean shore three miles in the residential heart of San Francisco. Its exquisite winding walks and bridle paths pass splendid museums, the tennis courts which have produced more national champions than any others in the world, dimpling lakes, wonderful Japanese gardens, a remarkable aquarium and innumerable picnic places and beauty spots—all landscaped with amazing skill and beautiful every month in the year.



In home ownership, perhaps the best index of stable prosperity, San Francisco stands high among American cities, as indicated by the graph above. In addition San Francisco shows the smallest proportion of mortgaged real estate (only 18%) and a low average of persons per dwelling (California, 4.4%; United States average, 5.1%).

commuter. Instead, you are likely to see a brown and healthy-looking individual pacing the rear deck of the ferry-boat and treating himself liberally to the delights of contemplating San Francisco Bay.

The air is brisk but not too cold. The sun is setting in the Golden Gate with its usual lavish splendor. The evening shadows are creeping up the slopes of Mt. Tamalpais. The contours of the brown hills are ample and flowing. The chances are that our commuter friend is on his way to a bungalow tucked in a cleft of one of those hills. It is scarcely fifty minutes' journey by ferry and train from his office, yet it is deep in the peace of the country. Slim young redwoods stretch cool shadows along the walk, and the red berries of the madroña make a splash of autumn flame above the door. Back of the house there is a flourishing orchard of prune and apricot and peach trees, and perhaps a vegetable garden. And there are flowers everywhere—a tangle of roses over the sleeping-porch, a cool drift of Shasta daisies under the windows, and a brilliant tapestry of marigolds, zinnias, and a score of other flowers spread across the yard. (In California you will find almost all the flowers you know in the East, transformed in size and beauty by the more favorable conditions of soil and climate.)

When the deer season comes around it is quite conceivable that he may hike a few miles into the hills back of his house and bring back a sizeable buck.

If you get on terms of intimacy with this typical suburban householder, he will tell you that his house and lot cost him under six thousand dollars, that the produce of his orchard and garden goes a considerable way toward feeding his family, that business is good in the city, and that he is saving enough every month so that in a few more years he will be independent. He says this in a tone of quiet self-satisfaction. Yet he is not precisely smug. He is merely on top and sure of himself, materially and psychically. And there are thousands like him everywhere in California.

You will find them in the cities and on the ranches, in the north, in the south, in the interior valleys—in every corner of this huge state. You will find them in every occupation and in every class of society—it is a state of being we are describing, not a state of finance.

You will find them, for example, assembled in convention at one of the hundreds of such gatherings held annually in all the agricultural counties of the state, and you will be impressed at the energy and dispatch with which these farmers and orchardists attack their common problems.

You will find them gathered in town halls discussing questions of town-planning, recreation centers, schools and public health, and displaying a degree of imagination and enterprise scarcely to be found in older communities where the lines of life have set and hardened.

You will find them in their playtime motoring in the mountains or camping in the more remote stretches of wilderness with which the state still abounds, and you will note the intelligence with which they employ their leisure.

A common quality unites these Californians—a disposition to ask more of life than the average run of mankind, and, moreover, a cheerful determination to achieve what these new standards demand.

THE PORT OF SAN FRANCISCO

It is probable that San Franciscans live on more intimate terms with ocean and bay and mountain than any other urban population in the world. (1) Shows the middle section of the city as it appears looking north across the great Presidio Reservation to Mt. Tamalpais beyond the Golden Gate. (2) Shows some of the modern piers along the Embarcadero, with part of the Pacific fleet at anchor in the bay.

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FROM THE AIR

California has fifty-eight counties, each one of which esteems itself for one reason or another the most desirable county in California. And each one has little difficulty in compiling a considerable body of evidence to prove its case. Eventually you may want to examine this evidence in detail.

MEANWHILE, however, we propose a simple and efficacious means by which you may escape this Babel of sincere but confusing local prides, and for the moment gain a somewhat more detached view of the whole. We propose that you board an aeroplane at Crissey Field, the government aviation grounds in the Presidio of San Francisco, and let us take you on an aerial sightseeing trip. You will sometimes descend low, and sometimes mount above the clouds. And you will see and hear much or little, at the impartial caprice of the aviator. . . .

The aeroplane soars into the air above the Golden Gate, and the seals on the rocks beside the Cliff House lift their heads to bark through the foam. The machine swerves and sails southward down the peninsula, between bay and ocean. On the right are the cliffs and sands of a rugged and broken ocean front. Near Half Moon Bay begin the artichoke fields. Practically the entire supply of this vegetable comes from a restricted area along the coast. Inland is a chain of small lakes lying like a string of sapphires set in the matrices of the golden hills. Still farther inland are the red tile roofs, the eucalyptus-lined avenues, and the green lawns of one of the most beautiful residential districts of America—the strip of sunny rolling country which includes San Mateo, Burlingame, Hillsborough, Redwood City—fashionable suburban towns. At Burlingame a polo-game is in progress, and in the hills above the town a group of sportsmen is riding to the hounds. Farther south one sees the spacious wooded grounds and the mission architecture of Stanford University at Palo Alto. Here begins the Valley of Heart's Delight. If it is spring, you will look down upon a billowing sea of blossoms covering a valley-floor twenty miles wide and forty miles long, and foaming up into the clefts of the blue hills on either side. This is the Santa Clara Valley, whence comes nearly half of the nation's supply of prunes. Four months later, when the harvest is being gathered, you would look down upon acres of blue, where the prunes are drying, and other acres of golden apricots. And if you should walk through the orchards at this time, you would be intoxicated by an indescribable fragrance—the odor of sun-ripened fruit.

The ribbon of the State Highway cuts this valley from end to end, following the route of the ancient El Camino Real (The King's Highway), running from San Diego to San Francisco, along which Junípero Serra over a century ago established his chain of missions. Santa Clara University, near San Jose and opposite the white dome of the Lick Observatory on Mt. Hamilton, includes in its grounds the site of one of those early missions.

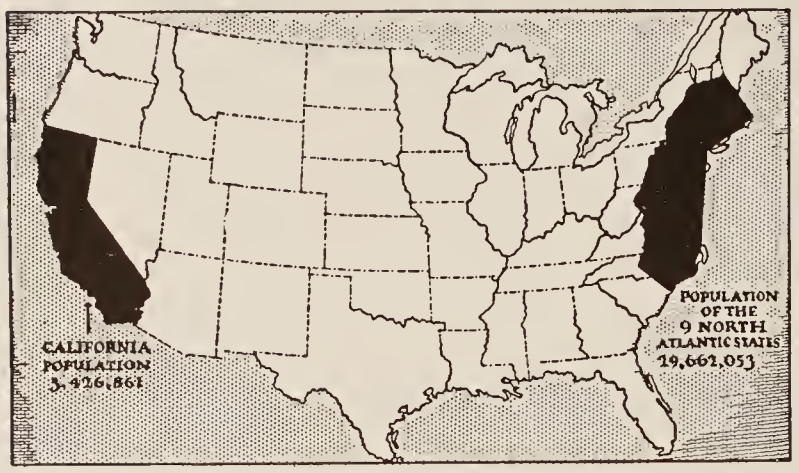
Continuing south, we pass over the Big Trees of the Santa Cruz mountains, the beach at Santa Cruz, and the bay and town of Monterey — California's Spanish capital. Hotel Del Monte and other popular tourist resorts are nearby.

It was at Carmel near a clean white-sanded river a few miles from Monterey, that Father Serra rang little silver bells among the trees and called the Indians to witness the consecration of one of the earliest of the California missions. Carmel is now an art colony, whence issues the work of some of our best-known American painters and writers.

Bearing south and east, our aeroplane crosses the Salinas River Valley. A cloud of dust is seen rising from a field near Salinas. A rodeo is in progress, in which cowboys and cowgirls from all over the West compete annually in roping and bull-riding. The wide green spot just outside the town is a strawberry patch of a hundred acres. Strawberries

← DOWN THE PENINSULA

Many of the most beautiful country estates in California are located in the vicinity of Hillsborough, Burlingame, and Los Gatos—delightful suburban towns built among the eucalyptus and oak groves of the sunny rolling country between the ocean and the bay. (1) Typical peninsular residence. (2) Polo game. (3) Golf—365 days in the year in California. (4) A glimpse of the quadrangle arcade of Stanford University, at Palo Alto, one hour from San Francisco.



California, with a population of less than three and a half millions, occupies an area equivalent to the territory occupied by the states on the Atlantic seaboard extending from Maine to South Carolina, and inhabited by 29,662,053 people.

bear from April to December in California.

Following the line of the Salinas River, we sight the almond groves of San Luis Obispo County, historically one of the oldest counties of the state, known as "the bishop's garden." The missions at San Luis Obispo and at San Miguel, close to the curative springs of Paso Robles, are among the most interesting relics of the Spanish occupation. Port San Luis, to which run the pipe-lines from the Santa Maria and San Joaquin oil-fields, is one of the largest oil-shipping ports in the world. A few miles south Pismo Beach stretches its twenty-two-mile crescent of white sand—said to be the second largest beach in the world.

THE EMPIRE OF THE SOUTH

At the southern corner of San Luis Obispo County the Coast Range joins the Sierra, which at this point swings a granite barrier straight across the interior basin. Joining the squadron of the eagles that soar in the blue air above the Tehachapi Pass, we look south upon a country larger than the State of Ohio, richer than the Indies, and magnificent in its stupendous contrasts of mountain, desert, and fertile valley.

To the east the snow-capped summit of Mt. Whitney—the highest mountain in the United States—rises 14,522 feet above sea-level. At its base the flowing sands of the desert are darkened by a strip of rich verdure, which the farmers of the fertile Owens River Valley, by means of irrigation, are steadily widening. Two ranges beyond, the land drops down into the burning sink of Death Valley, 422 feet below sea-level, where a temperature of 134 degrees Fahrenheit has been recorded.

To the west are the oil-derricks of Ventura County, and, beyond, the blue Pacific and the islands opposite the beautiful playground city of Santa Barbara.

To the south lies the rapidly developing region of orange and lemon groves, vineyards, and oil-fields tributary to Los Angeles.

If you look closely, you may even be able to see a papier-maché village being destroyed or a mimic battle being fought on the motion-picture "lots" at Hollywood.

It is hard to realize that it was scarcely forty years ago that a California inventor by the name of Muybridge is said to have perfected the first successful motion picture, thereby satisfying the whim of Senator Leland Stanford, who wanted to prove to his friends that when his favorite trotting-horse was in action all four legs left the ground at once.

At the extreme southern edge of the state, in the interior, stock-raisers, orchardists, and melon-growers of the Imperial Valley, where the soil is fifty feet deep, have drawn enough water from the Colorado River to nourish a garden forty miles long and constantly widening, with abundant crops ripening every month in the year on land that was formerly only cactus-tufted sand. And on the seaside, forty miles north of the Mexican border, is the sunny paradise which is San Diego, with its excellent harbor and beautiful curving beaches, and its oldest of the missions—"the place where California began."

THE GREAT VALLEY

We can afford but a glance at this vast domain, however, for we must turn north again to see the greatest wonder of all—the *Great Central Valley* of California, including the combined valleys of the Sacramento and the San Joaquin, which stretches from the Te-

SPRING IN THE "VALLEY OF HEART'S DELIGHT" ➳

A billowing sea of blossoms covering a valley-floor twenty miles wide and forty miles long, and foaming up into the clefts of the blue hills on either side. The famous blossom festival at Saratoga is usually held toward the end of March, when less fortunate regions of the United States are still held in the grip of winter. Nearly half the nation's supply of prunes comes from the Santa Clara Valley.

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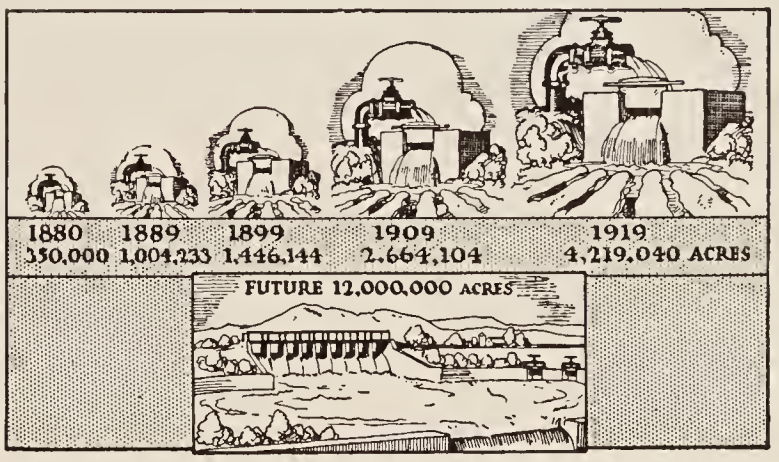
hachapi north to the foothills of Mt. Shasta, a distance of over four hundred miles, and which includes over 12,000,000 acres of the most productive land in the world. Let John Muir, who knew and loved the mountains and plains of California better than any other man, describe this, "the grandest and most telling of California landscapes":

"The Great Central Valley lies glowing golden in the sunshine, extending north and south farther than the eye can reach, one smooth, flowery, lake-like bed of fertile soil. Along its eastern margin rises the mighty Sierra, miles in height, reposing like a smooth, cumulus cloud in the sky, and so gloriously colored and so luminous, it seems to be not clothed with light, but wholly composed of it, like the wall of some celestial city. Along the top, and extending a good way down, you see a pale, pearl-gray belt of snow; and below it a belt of blue and dark purple marking the extension of the forests; and along the base of the range a broad belt of rose-purple and yellow, where lie the miners' goldfields and the foothill gardens. All these colored belts blending smoothly, make a wall of light ineffably fine, and as beautiful as a rainbow yet firm as adamant.

. . . . . .

"All the seasons of the great plain are warm or temperate, and bee-flowers are never wholly wanting; but the grand spring-time—the annual resurrection—is governed by the rains, which usually set in about the middle of November or the beginning of December.

"The rainy season is by no means a gloomy, soggy period of constant cloudiness and rain. Perhaps nowhere else in North America, perhaps in the world, are the months of December, January, February, and March so full of bland, plant-building sunshine. The winds, which in settled weather come from the northwest, veer around into the opposite direction, the sky fills gradually and evenly with general cloud, from which the rain falls steadily, often for days in succession, at a temperature of forty-five or fifty degrees.



The four and a quarter million acres of irrigated lands in California in 1919 represents an increase of 1076 per cent over the irrigated areas of 1880, and is only one third of the twelve millions of acres capable of irrigation.

"The time will undoubtedly come when the entire area of this noble valley will be tilled like a garden, when the fertilizing waters of the mountains, now flowing to the sea, will be distributed to every acre, giving rise to prosperous towns, wealth, and the arts."

WEALTH FROM SNOW-WATER

If the great naturalist were still walking the trails of his beloved Sierra and looking down upon the plains, he would see his dream progressively coming true.

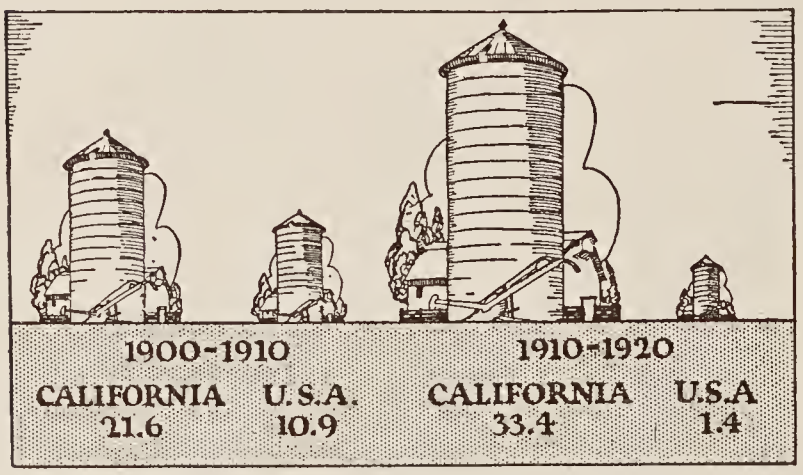
All up and down the valley the green strip is widening, as the rapid development of irrigation projects brings the life-giving water into the fields. In 1921 California had 67,391 farms under irrigation—an increase of 71.3 per cent over 1910. Nearly 8,000,000 acres are included in irrigation enterprises, and over 4,200,000 acres are being served.

Yet California has barely begun to tap her immense resources of water, both for irrigation and for power.

Sixteen important rivers have their sources in the clefts of the Sierra, and drop, many of them a distance of over a mile, before they pour their waters into the Great Valley. Each of these rivers is a potential source of water for irrigation and power. In winter, standing before the door of his house in his shirt-sleeves, the farmer of the Great Valley watches the snow swirling about the far peaks of the mountains. Those unfailing blizzards are

MEMORIES OF MISSION DAYS

Monterey, capital of California during the Spanish occupation, and the country round about it are still largely Spanish in architecture and in atmosphere. (1) Pinnacles National Monument. (2) Carmel Mission, Monterey. (3) Mission Dolores, San Francisco, built in 1776. (4) Good motor roads wind among the highest mountain peaks. (5) Bull-riding, a feature of the annual rodeo at Salinas.



In the decade preceding 1910, California's farms increased in number twice as fast as the United States average. Between 1910 and 1920 they increased twenty-four times as fast as the United States average. (*Percentages of increase pictured above.*)

his bank account. The snow-capped peaks of the Sierra are not only the glory of California's scenery. They are the guarantee of her agricultural prosperity and of her future industrial greatness.

THE PATTERN CHANGES

From year to year the gold-and-green pattern of the Great Valley changes. For man is at work here on a tremendous scale, and the very landscape itself is transformed at his will. Thirty years ago the valley was one gigantic grain-field flowing molten at the harvest season with the gold of waving wheat. Henry Miller, the picturesque monarch of this vast domain, came to California from his native duchy of Wurtemburg, and worked first as a butcher-boy, trudging up the San Francisco hills with a quarter of beef on his back. Before he died, it is said that he could ride his horse from the Oregon line to the Mexican border and sleep every night on his own property.

All that is changed today. The great estates are being split up. The units become smaller every year. The pattern of the landscape, as well as the pattern of life itself, grows more intricate in the Great Valley. At the southern end of the San Joaquin Valley, the area marked "Tulare Lake" on the map shows as a wide patch of green, out of which rise the cone-topped cylinders of great silos. These are the fields of alfalfa growing deep and lush on the fertile soil where the lake once was. Seven crops of alfalfa a year is not an unusual phenomenon in California. There are over five hundred thousand acres of alfalfa in that portion of the Great Valley tributary to the San Joaquin River. This area, where alfalfa is now being produced at the rate of seven to ten (sometimes twelve) tons of cured hay to the acre, without the use of fertilizers, had been producing grain (also without the use of fertilizers) for thirty or forty years, and is now in better condition than ever.

THE GRAPE TRIUMPHANT

A hundred-odd miles along the Great Valley, northward from Bakersfield, we sight the flourishing city of Fresno—the home of the raisin and the grape. The value of California's grape crop in 1921 was approximately seventy million dollars. In the Fresno district alone, which includes Fresno County and small portions of Madera, Kings, and Tulare counties, you see the rich green of the vines spreading out over an area of two hundred thousand acres—approximately three hundred square miles.

When the grapes, peaches, figs, pears, melons, and other fruits of the soil are being gathered, mile-long trains of refrigerator cars wait on the sidings, and the little stern-wheel steamers make an almost continuous procession up and down the river from Stockton to the bay.

Let us examine into the quality of the life that is lived among these vineyards and orchards.

A CALIFORNIA ORCHARDIST

In a wide field, shielded from the highway by a glowing hedge of yellow acacias and scarlet oleanders, a California orchardist is walking between the rows of a year-old peach orchard. Each tree bears a numbered card which corresponds to another card filed in the ranch office. A complete history of the tree, beginning with the day it was planted,

SOME PRE-GLACIAL SURVIVORS

When the sabre-toothed tiger fought with the mammoth in the swamps and jungles of the pre-glacial epoch, the big trees of the Mariposa and Calaveras groves and in Sequoia and General Grant national parks were growing very much as we see them today. Some of the largest of these trees, twenty-five feet in diameter and over four hundred feet high, are said to be over three thousand years old. The Coast redwoods, many of them nearly as huge as those in the high mountains, are accessible at all seasons.

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is kept on this card as carefully as if it were a patient in a hospital.

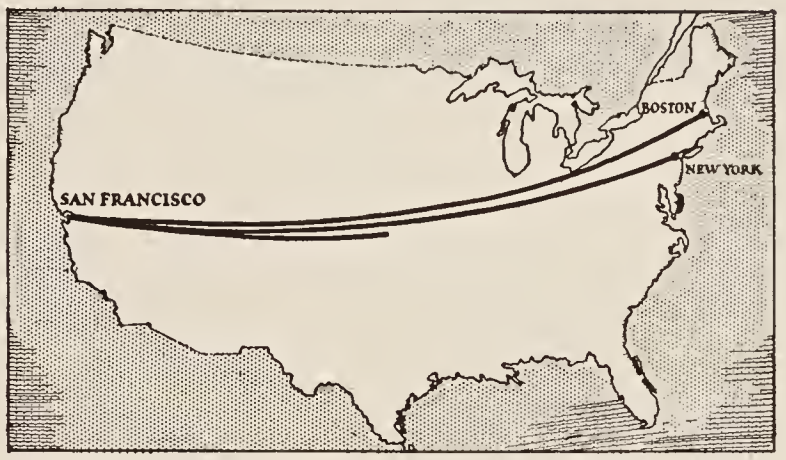
Make the acquaintance of this typical California farmer, and you will quickly find that you are talking to an exceedingly alert and well-informed horticulturist. He can talk soil analysis, irrigation, cultivating, pruning, spraying, and marketing with almost equal acumen. Last year he cleared five thousand dollars on twenty acres of six-year-old peaches and apricots. Many of his neighbors did as well or better. But it must be clearly understood that such success is by no means the sheer gift of fertile soil and favorable climate. These farmers were successful because they came to California equipped with the training and the capital without which no agricultural enterprise should be attempted in California any more than in any other state.

THE RANCHER'S PLAYTIME

Today, however, is Saturday. The children are home from school, and, as the hard work of the picking and drying season is over, the rancher and his family can afford to treat themselves to an outing.

Our typical rancher and his family pile into their car (in 1921 there were ninety-nine motor-cars to every hundred farms in California) and a few hours' ride on paved highways takes them into the cool quiet of the mountain canyons. They can go, if they like, to Yosemite National Park and see with their own eyes what John Muir has described so well: "Snowy mountains soaring into the sky twelve and thirteen thousand feet, . . . gardens on their sunny brows, avalanches thundering down their long white slopes, cataracts roaring gray and foaming in the crooked, rugged gorges, and glaciers in their shadowy recesses working in silence, slowly completing their sculpture; newborn lakes at their feet, blue and green, free or encumbered with drifting icebergs, like miniature Arctic Oceans, shining, sparkling, calm as stars."

Or they can go to Sequoia National Park, with its matchless stand of Big Trees, and



California's paved highways are 6259 miles long. If placed across the continent they would extend from San Francisco to Boston, from San Francisco to New York, and again from San Francisco half-way across the continent.

learn humility at the feet of these four-thousand-year-old forest titans.

All these wonders, and many others, we see as our aeroplane takes its flight north, following the Mother Lode from Mariposa to Colfax, with the valley on our left and the high Sierra on our right.

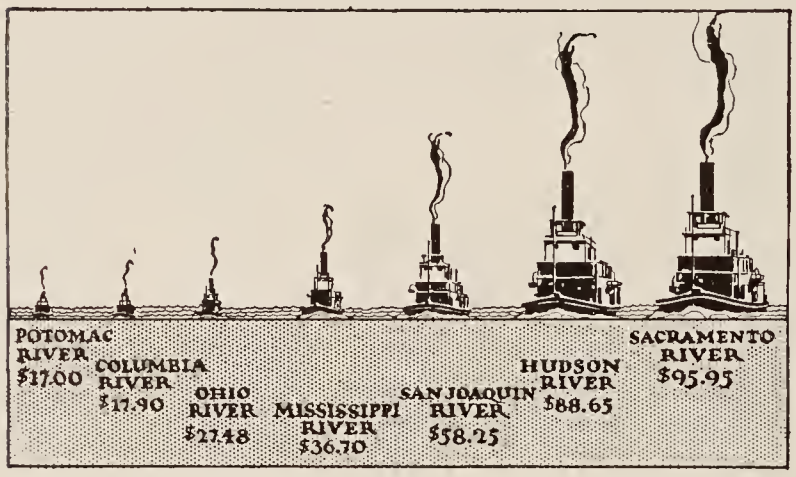
THE TRAIL OF THE ARGONAUTS

Near the crest of the Sierra, where the railroad trains rumble beneath the snowsheds, is Lake Tahoe, a magnificent body of water 6225 feet above sea-level, twenty-three miles long by thirteen miles wide, and rimmed on every side by snow-capped granite peaks. It is the largest of the countless snow-fed lakes which gleam in the folds of the high Sierra, many of which are popular summer resorts for the populations of the cities. Tahoe may be reached in six hours by automobile from Sacramento. Its summer population numbers many thousands, from the wealthy owners of the estates which dot its seventy-two-mile circumference to the knapsack hiker who builds his solitary campfire in a cove where his only companions are the nighthawk flickering above the water, and perhaps a coyote crying in the canyon.

From Truckee the railroad follows the old pioneer trail down the American River Canyon, along which only seventy years ago the Argonauts were hewing their way with superhuman courage and endurance, and where even today bronzed prospectors may be seen

THE GREAT VALLEY

Between the Tehachapi and the foothills of Mt. Shasta, and between the Sierra on the east and the Coast Range on the west, lie over eight million acres of the most fertile land in the world. (1) Orange groves reach to the horizon in Central California. (2) Harvesting part of California's great peach crop (3) Fifty-pound grape clusters are sometimes found.



The per-ton value of river cargoes, as indicated above, is greater on the Sacramento River than on any other of the rivers carrying freight. The Hudson River alone surpasses the San Joaquin River.

panning the gravelly streams for gold-dust. Most of this country is included in the boundaries of the Eldorado National Forest, one of the nineteen national forests which blanket the ridge of the Sierra practically from one end of the state to the other.

In the foothills below the timber-line begin the sunny pear and peach lands of Placer and Nevada counties. Near the orange groves of Oroville a huge gold-dredger is at work, reminding us that California is still producing a considerable share of the gold mined in America.

The famous Mother Lode is far from being exhausted, even though Whiskey Diggings, Slug Gulch, You Bet, and Hangtown, so fascinatingly chronicled by Bret Harte and Mark Twain, are but memories. Grizzled pioneers, struggling to reconstruct the picture of those turbulent years, opine that it was a back-fence argument between a German woman and an Irish woman that gave Squabbletown its name, but are not quite sure. Hangtown has been rechristened Placerville—you will see the name lithographed on the boxes containing some of the best peaches that reach the eastern markets. Much of the Mother Lode country is now one great orchard. Placer County produces an impressive proportion of the deciduous fruits grown in California. In 1922 cling peaches from Placer County sold for twenty-five hundred dollars a car and over in New York—a well worth-while nugget in itself.

In these warm foothills, no less than in the rich bottom lands of the Sacramento Delta—the Holland of America—men are still digging nuggets out of the soil, but today the instruments are the irrigating-ditch, the plow and cultivator, and the pruning-knife. For example, the seven-million-dollar rice crop developed in ten years on land formerly used for grazing; or the asparagus crop, grown chiefly on the delta islands, diked in to keep them from slipping into the river, which last year amounted to $10,500,000; or the pear crop, valued at $6,500,000.

A considerable share of these great harvests travels to market by steamboats paddling the long, slow reaches of the Sacramento River, which ranks fourth among the streams of the United States in annual tonnage and first in the per-ton value of the cargoes carried.

Following the Sacramento to its sources in the streams that drain the slopes of Mt. Shasta, we come to one of California's richest, although least-developed, domains, designated loosely as "northern California."

LASSEN'S SMOKING PEAK

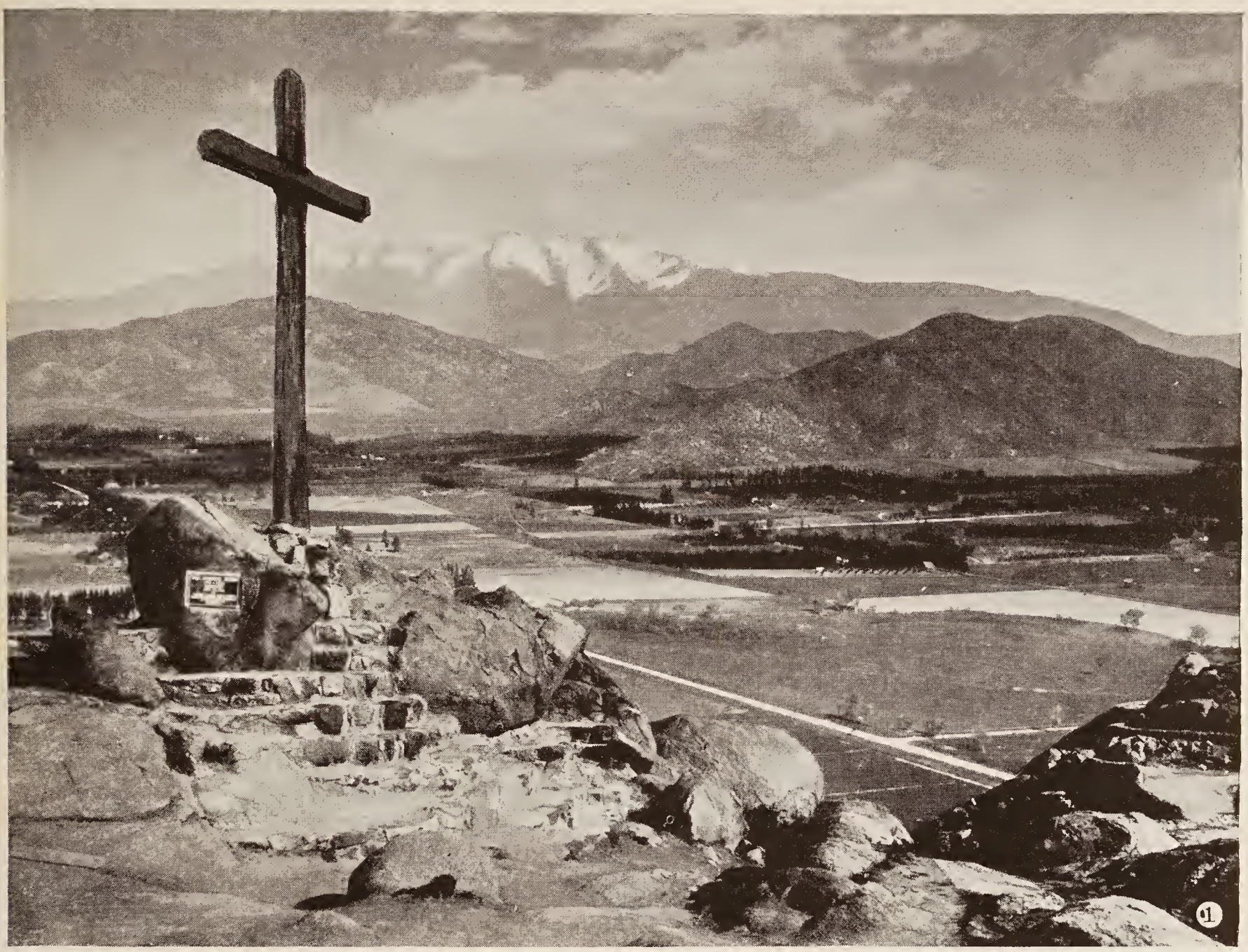
The climate of this region ranges from that of northern Mexico to that of central Canada, depending chiefly on the altitude. The herds and flocks that, obedient to the rhythm of the seasons, swing from the bunch-grass plains of Honey Lake and Big Valley into the mountain meadows, shadowed by the still active volcanic cone of Lassen Peak, are among the best and most profitable of the state.

In 1921 there were approximately 1,250,000 grazing cattle in the state, for 210,270 of which the national forests furnished pasture. The cattle-raising industry in California represents an investment of four hundred million dollars.

Something of the coolness of the snow-winds that blow off Mt. Shasta (the chaste, as the early French explorers called her) seems to have crisped the flesh of the Bald-

SOUTH OF THE GREAT VALLEY ➳

(1) View from Mt. Rubidoux, overlooking the orange groves of Riverside, and showing the cross erected to the memory of Father Junípero Serra, the Franciscan missionary whose genius accomplished the early Spanish colonization of California. (2) In Balboa Park, San Diego, one of the beautiful structures erected at the time of the Panama-California Exposition. (3) Oil derricks amid the orange groves of Los Angeles County. In the vicinity are the largest producing oil-fields in the United States.



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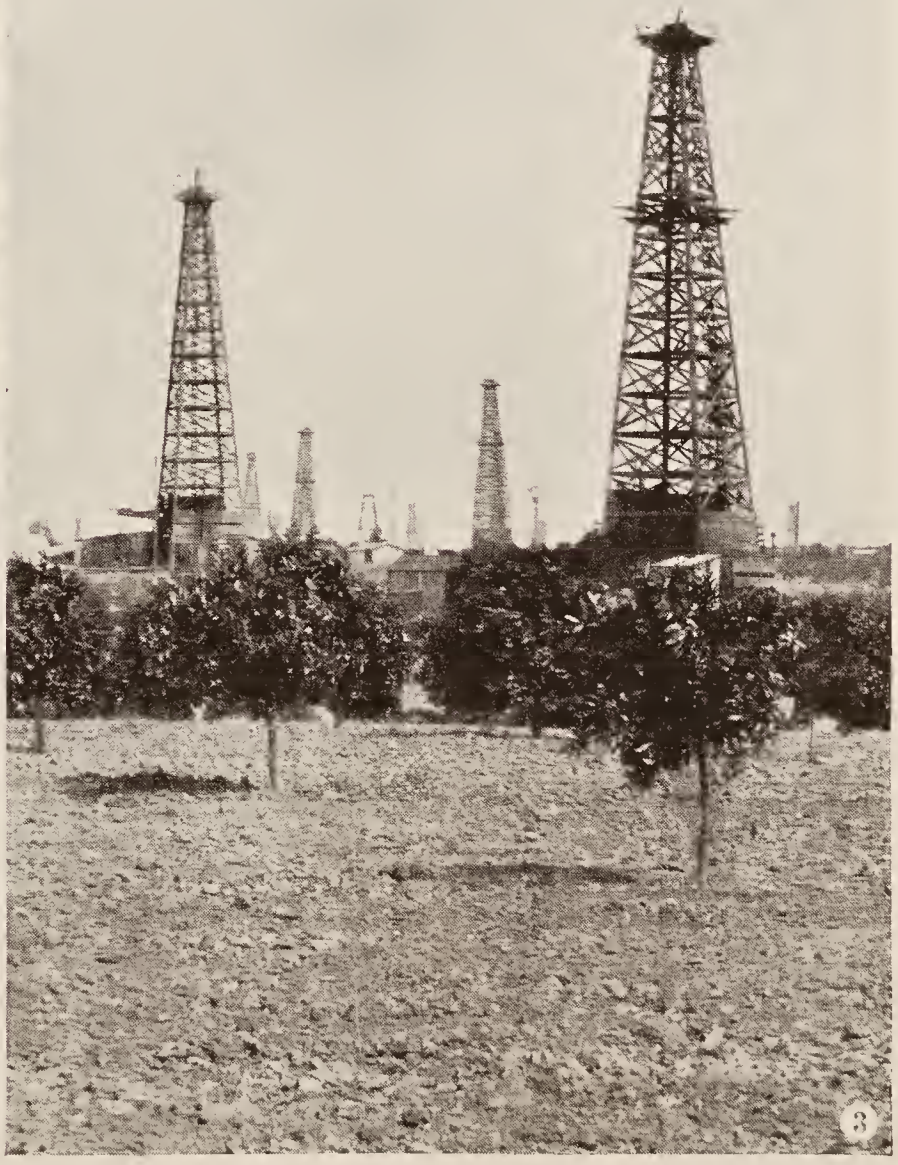

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win, Northern Spy, and Spitzenburg apples that Siskiyou County ships to eastern markets.

Yet there are flourishing orange groves near Redding, and the olives grown in Happy Valley, Shasta County, mature two weeks earlier than anywhere else in California.

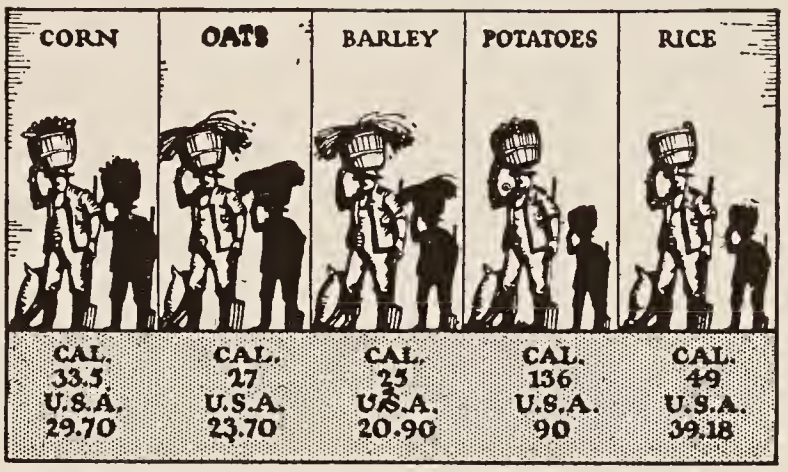
GOD'S FIRST MOUNTAIN

Soaring above the snow-fields of Mt. Shasta, where five living glaciers are still at work sculpturing the contours of God's First Mountain, as the Klamath Indians call it, and which according to them, he has never since equaled, we swing west along the Siskiyous, cross the Coast Range near the Oregon line, and turn the plane's nose south again.

Here begins a green, well-watered country, whose rounded hills, dotted with pasturing cattle, are cut by deep valleys where thick forests of giant redwood trees have been growing for three thousand years and more. Now and then the cool green silence of those fog-filled canyons is shattered by the whine of the buzz-saw; near Eureka, you may see a puff of smoke among the trees, and a diminutive engine comes in sight trailing a flat-car on which rests a single log fifteen feet in diameter.

PRESERVING THE REDWOODS

Of the original million acres of compact, heavily stocked virgin redwood forests, seven hundred thousand acres—or seven-tenths of the total—still remain absolutely untouched by axe or saw. That means that we have left at least seventy billion feet of redwood timber, which at the present rate of cutting will last one hundred and forty years. Meanwhile, the larger part of the cut-over area is being scientifically reforested by the lumber operators themselves, working in cooperation with the U. S. Forest Service. For redwood, which matures a merchantable second growth in sixty years, is one of the most profitable forest crops in the world. It is altogether probable that two hundred years from now the redwood "farms" of the



California's vast agricultural areas show yields per acre that far surpass the average per-acre yields for the same crops in the United States as a whole.

Pacific Coast will be producing undiminished crops of the valuable timber that is now being used so extensively in building and manufacturing all over the United States.

Leaving the green coast counties, where the rainfall ranges from 78.19 inches in Del Norte to 37.3 inches in Mendocino, we swing south and east over some of the loveliest of California's smaller valleys. Lake County, with its twenty-five mile body of water in Clear Lake and its numerous mineral springs, is rapidly gaining in favor as a resort region.

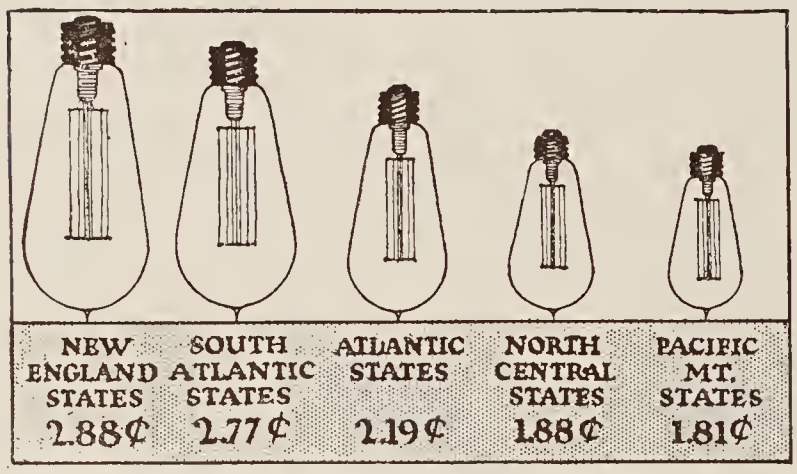
Napa County, spreading its rich vineyards and orchards up the slopes of Mt. St. Helena, where Robert Louis Stevenson was one of the "Silverado Squatters," boasts its famous geysers and its petrified forest.

Sonoma County, in which lies Jack London's "Valley of the Moon," and whose flocks of pedigreed poultry contribute over five million dollars each year to the wealth of the state, is also the home of Luther Burbank, who continues to enrich the state and world with his miracles of plant-breeding.

Marin County's rolling hills furnish excellent pasture for large herds of dairy cows. At Bolinas and Willow Camp, where the hills drop sharply to the Pacific, are two fine beaches, while on the bay side are many charming suburban communities, including Ross, San Anselmo, and Sausalito, which are less than an hour's commuting time from San Francisco.

CALIFORNIA, THE PRODIGIOUS

In a two weeks' automobile trip through the Sierra, during the rainless California summer, the tourist may see a greater array of natural wonders than anywhere else in the world. (1) A typical summer camp in the mountains. (2) A mountain picnic—only a few hours from the Great Central Valley. (3) Chain of Lakes and Kearsarge Pinnacles, near Kings River Canyon. (4) Nevada Falls, Yosemite.



Householder and industrialist alike benefit from cheap electric current. The cost per K. W. H. in the western states is 37 per cent lower than in the New England states, where the great industries have first developed.

Here our journey nears its end. Wheeling under the shadow of Mt. Tamalpais, San Francisco's mountain playground, down whose trails files of khaki-clad hikers are winding, we sight the white shaft of the Campanile Tower of the University of California at Berkeley, and soar again across the bay. To the south lie the factory roofs and chimneys of Oakland, Berkeley, Richmond, Alameda, and other communities destined ultimately to constitute one of the greatest industrial districts in the world. To the west the sun is setting, while from thousands of windows in the hills about the bay the golden light is reflected. Sailing directly above the Golden Gate, beyond which cavalcades of ruddy clouds are plunging into the Pacific, we land again at the Crissey Field in San Francisco.

THIS, THEN, IS THE LAND

This, then, is California, in so far as a brief and all-too-inadequate sketch can convey any idea of her vastness and variety. It is the remembered vision of her beauty, the thrilling consciousness of her infinite abundance, that makes the Californian what he is—a person deeply, irremediably in love with his land.

IT is a young land—young even in the geologic sense, for its dynamic contrasts of volcanic mountain and glacier-carved canyon have come but recently from the hand of the Creator. And historically, of course, California is a mere stripling, whose dreamy childhood spent in the cool patios and quiet gardens of the Spanish period has been exchanged within the memory of men now living for the phase of adventurous, conquering youth which has characterized the American occupation.

HOW THE PEOPLE MADE THE LAND

One must not give nature too much credit for California. The California landscape of today, with its intricate and enchanting pattern of tilled fields and blossoming orchards, is but the product and reflection of a splendid human adventure. If Californians are romantic, if they live largely and vividly in the present and dream vast untrammeled dreams of the future, it is part of their tradition. They are merely continuing the rapid sequence of a human cinematograph almost without parallel in history.

Consider for a moment some of the earlier scenes of this drama, chosen more or less at random.

We see Captain Sutter, the large-hearted Swiss who in 1839 came to Sacramento, built a magnificent estate in the wilderness, and dispensed generous hospitality to the earlier trappers and settlers who struggled across the mountains.

We see Sutter's employee, James Marshall, gazing wide-eyed at the golden sands picked up in the mill-race at Sutter's sawmill at Coloma.

We see the human swarm converging upon California from the four quarters of the globe in the rush that followed this discovery.

We see Mark Twain and Bret Harte, gallant adventurers both, the observers and

A PARADISE FOR THE SPORTSMAN

(1) Typical foothill orchards. (2) Auto camp near Sacramento; the automobile makes good hunting and fishing country easily accessible, and practically every city and town maintains auto camps with every convenience for the motorist. (3) Trout are plentiful in the thousands of glacial lakes in the high Sierra. (4) Over a million ducks are shot annually. (5) Because of the large and numerous game refuges, deer are still plentiful.

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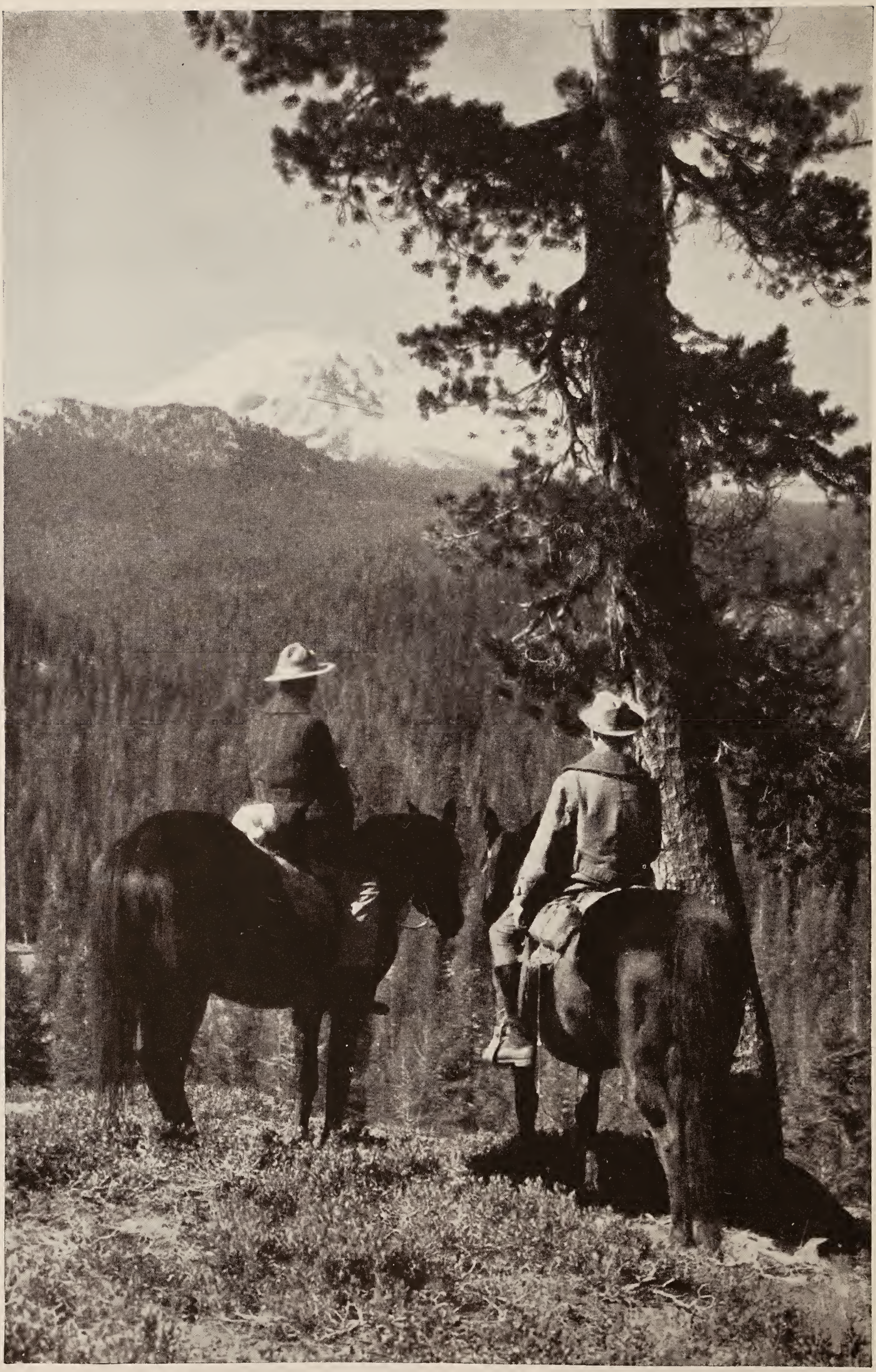


chroniclers of those colorful days, when the best and the worst of the human tribe stripped life to its final simplicities in the insane struggle for gold.

We see the mushroom palaces of the successful miners sprouting along the crest of Nob Hill in San Francisco; we see the less successful ones drifting down from the Mother Lode country, and in the course of a few years filling the Great Valley almost from end to end with the gold of ripened wheat.

We see the beginning of the fight for water—the troops of land-poor farmers in their work-clothes pouring into the capital at Sacramento and demanding (successfully in the end) that their irrigation bonds be made legal investments for savings-banks.

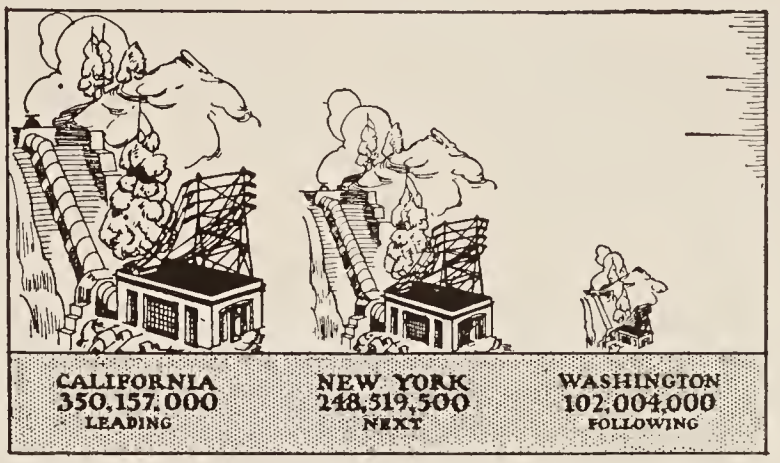
We see the early days of horticulture in California, when the vision and energy of those pioneers and sons of pioneers laid the foundation of what is today without question the strongest and most complete body of agricultural and horticultural law in the world.

We see these fruit-growers, largely by virtue of these laws, which standardized the California product on a hitherto unprecedented level of quality, rapidly conquering and holding a market three thousand miles away.

We see a growing dissatisfaction with the usual channels of distribution, with here and there attempts at independent marketing. A Fresno County raisin-grower, the son of a pioneer, finds himself unable to get production cost for his crop—the shippers are clamoring "over-production." He packs his raisins into a box-car, in triumphant disregard of all the hoary traditions of trade, and with the aid of a brass band sells them himself from the side of the car, at the rate of a ton a day, to middle-western communities which previously had never consumed more than one hundred and fifty pounds a year.

We see, after a few such dramatic preludes, the launching of the first successful co-operative marketing associations.

It is not too much to say that America, and indeed the world, is learning the theory and practice of producers' co-operatives to a considerable extent from California.



For the six months ending October, 1922, California's power companies produced a monthly average of 350,157,000 K.W.H., as against 248,519,500 in New York and 102,004,000 in Washington, the next highest states. The installed capacity of power plants was over 1,200,000 h.p. in 1920 and will be increased to over 3,100,000 in 1930

We see the Eldorado of the real estate speculator wax and then wane in California, as irrigation brings more and more new areas into competition, and social controls over the land are progressively strengthened. We see public and private agencies studying the problems of rural credit and land colonization, and achieving such notable successes at Durham and Delhi that they must inevitably be followed by other colonization projects on a greater scale.

We see lonely engineers at work in the clefts of the high Sierra, cupping the snow-torrents behind great concrete dams, and sending the first units of California's four-million potential hydroelectric horsepower humming along the wires to cities hundreds of miles away.

We see the ships sailing in and out of the Golden Gate—first the frigates of the early explorers, then the great square-riggers roaring in under full sail, then the liners, the tramps and tankers, in steadily increasing numbers as the developing trade of the Orient and South America and the world trade through the Panama Canal pours its cargoes into the port of San Francisco.

We see an empire spring miraculously into being within the space of a single generation.

LASSEN NATIONAL PARK

The great volcanic area of which Lassen Peak was once a conspicuous center has been decadent and practically extinct for ages. The eruptions that have occurred since May 30, 1914, are local in character, and no material injury has resulted or should be apprehended. The volcanic craters, hot springs, ice caves, and cinder islands of this fascinating region are now included in Mt. Lassen National Park, and automobiles travel to within three miles of the new crater.

THE MOST PROSPEROUS FARMERS IN AMERICA

In the twelve years between 1909 and 1921 California progressed from the position of sixteenth to that of the second richest agricultural state in the Union, being surpassed only by Texas. California advanced to her present position during the very years when crop values were everywhere falling. Between 1919 and 1921 a storm of decreasing values swept the country; but the California farmer, whose prosperity is solidly founded on diversified crops, irrigation, and co-operative marketing, suffered far less than the farmers of other regions.

CROP values in California declined only 40.3 per cent during this period, while in the ten leading agricultural states of the country the average decline was sixty-four per cent. According to the Fourteenth Census, the average farm in the United States produces $2300 worth of crops every year. The average farm in California produces $5000 worth—over twice as much.

In 1921 California grew $309.46 worth of crops for every man, woman and child living in her rural territory. This was $110 more per person than was produced in Kansas, the next highest state.

Between 1910 and 1920 the number of bearing and non-bearing fruit trees in all the states of the Union *outside California* steadily declined, until in 1920 there were forty-four per cent less trees in orchard than there were in 1910. *During the same period California recorded an increase of twenty-nine per cent.* Since 1921 California has been producing over thirty-five per cent of all the fruit grown in the United States, and producing it far more cheaply than elsewhere. In 1919, for every $1.30 per tree that average fruit-growers in other states produced from trees in orchard, the California grower produced $3.13—or almost two and a half times as much.

There are ninety-nine automobiles for every hundred farms in California. Every third California farmer has a telephone. Every fourth California farmer has either gas or electric lights in his house.

In the rural schools domestic science is frequently taught on electric ranges, for modern kitchen equipment is the rule rather than the exception throughout the farming districts.

California maintains a higher standard of certification for her school-teachers, and builds bigger and better rural schools than any other state in the Union. The Farm Bureau organization, through which the farmers are enabled to meet and discuss their common problems, has also attained an exceptionally high development in California.

No wonder that foreign observers, accustomed to the relatively primitive conditions of rural life in other quarters of the globe, are amazed when they come to California! The traditional concepts of the tiller of the soil simply do not apply.

For the California farmer is an upstanding, independent, progressive, keen-thinking individual. He is the most prosperous farmer in these United States, and beyond question one of the most vital and creative elements in our national life.

WHAT THE FUTURE HOLDS

The figures here cited represent not the culmination but the *beginning* of a tremendous agricultural development in this state. According to the most conservative estimates, California has today over five hundred thousand acres of irrigated land available for settlement. The development of new irrigation projects is constantly adding to this total, and the competition of this new land acts as a wholesome check on the inflation of land values. Each year seven thousand new twenty-acre farms are ready for families. From six to ten million more acres await development.

Both public and private interests in California are committed unqualifiedly to the idea of the independent farmer as the foun-

TWO IMPORTANT CALIFORNIA INDUSTRIES

(1) California is one of the leading dairy states of the Union. In the production of dairy products Stanislaus County leads, with Humboldt County second. (2) Because of favorable climatic conditions the California hen is a record producer. California's flocks of pedigreed poultry in Petaluma, Sonoma County, Sacramento, and other counties contribute over fifty million dollars annually to the wealth of the state.

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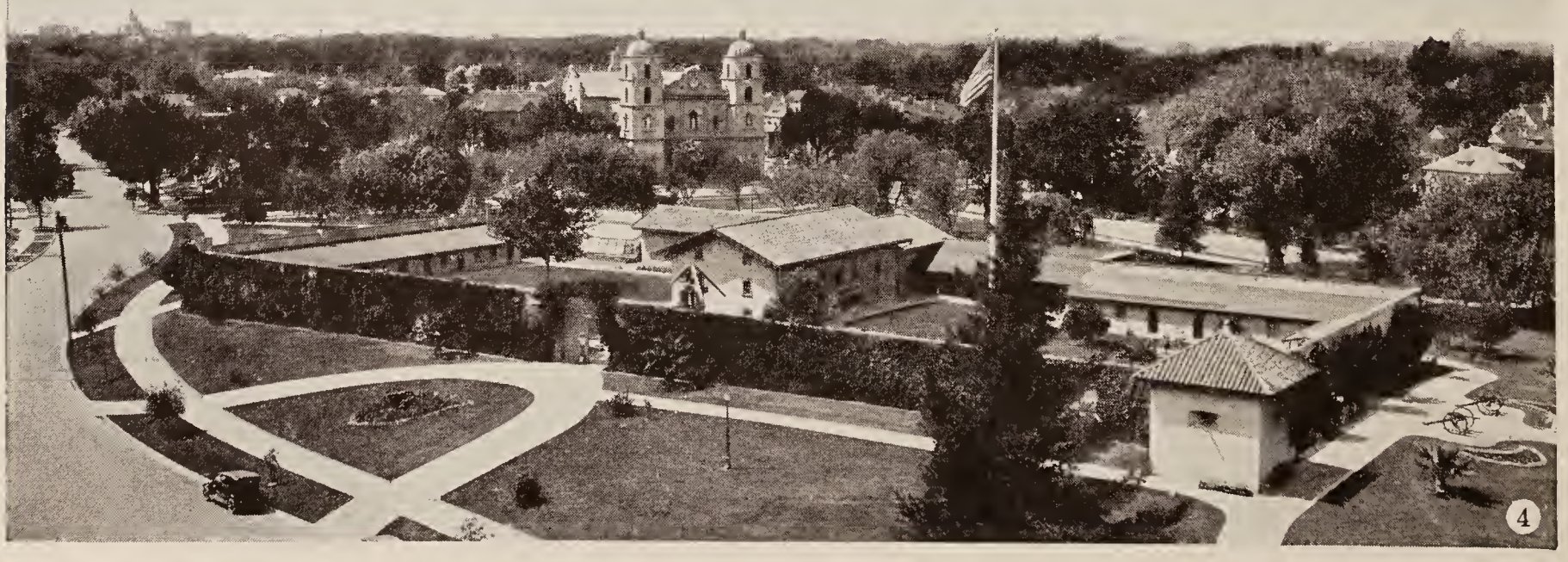

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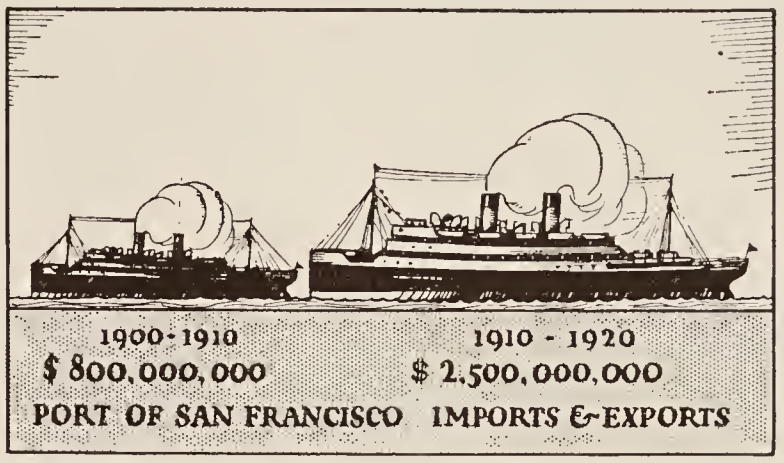
dation upon which the future growth and prosperity of the state must rest.

California farmers work together with an effectiveness which foreign observers, forgetting that there is no such thing as "isolation" in California's rural life, view with astonishment and admiration. The powerful stabilizing influence of fifty-four producers' co-operatives is rapidly taking farming out of the class of hazardous industries, besides winning new markets for the California farmer, and, with ever-increasing effectiveness, safeguarding his property and self-respect.

WHAT CO-OPERATIVE MARKETING ASSOCIATIONS HAVE DONE

In the decade between 1912 and 1922 the Sunmaid Raisin Growers more than doubled the price the grower got for his raisins, with but little increase in cost to the consumer, at the same time that production was quadrupled and the total raisin acreage increased seven-fold. The American housewife, who ten years ago was buying about three-quarters of a pound of raisins annually, now consumes nearly five pounds. She does this not only because advertising has taught her the value of raisins as food, but because the raisin-growers have vastly improved and standardized the quality of the pack.



For the decade between 1900 and 1910 the exports and imports of the port of San Francisco totaled over $800,000,000; between 1910 and 1920 the total rose to $2,500,000,000, an increase of over 200 per cent. In 1920 the imports of San Francisco were $212,000,000, or 54.19 per cent of the total for the Pacific Coast. The exports totaled $226,000,000, or 44.29 per cent of the total.

From 1914 to 1921, the seven years during which the California Peach and Fig Growers have handled the larger proportion of the production of these fruits, an average return to the grower of ten cents a pound was maintained as against an average price of four and a half cents per pound during the seven years that preceded the organization of the association. Similar achievements have been recorded by other producers' co-operatives.

MERCANTILE AND INDUSTRIAL CALIFORNIA

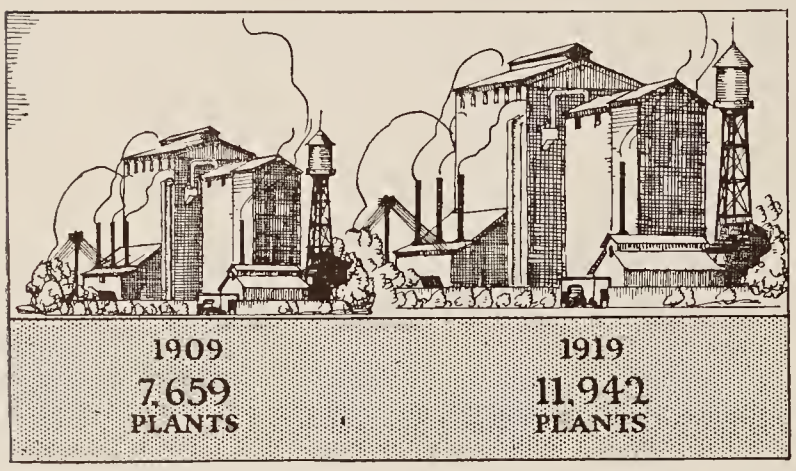
California, in its hundreds of rapidly growing towns and cities, offers an extraordinary number of good openings for new stores, professional practices and new business development. These opportunities have, to a large extent, been studied and tabulated so that intelligent direction to places of genuine opportunity can be given the inquirer in almost any line of endeavor.

FOR manufacturing, California possesses, in large measure, all the things commonly recognized as basic to great industrial development. In raw materials this state has one of the largest forest districts remaining in America for all wood-work industries and 55 commercially used mineral deposits, including iron, clays and cement materials. Added to these are fisheries and other sea products and agricultural products basic to industries among which cotton, canning fruits and the sugar beet may be mentioned simply as examples.

A large steel industry is now being established in the San Francisco Bay district which, in the presence of mineral and forest resources and many supplemental metals, will give almost unlimited scope to the devel-

IN THE DELTA OF THE SACRAMENTO

A few acres of this rich bottom land are sufficient, if intensively cultivated, to yield a comfortable income. (1) Farm produce going to market via river boat (see graph p. 24). (2) California's rice crop averages seven million dollars annually. (3) Typical valley ranch, showing intensive cultivation, with beans planted between the rows of young fruit trees. (4) Sutter Fort, near Sacramento, the state capital.



The growth of manufacture in California in the years between 1909 and 1919 is pictured above—an increase of 54.6 per cent in number of manufacturing plants. When we consider the remarkable growth and prosperity shown by agriculture as a competing occupation this increase is surprising.

opment of machinery and equipment manufacture. The entire situation is backed by resources of cheap power from huge oil developments and the greatest hydro-electric system in the world.

The San Francisco Bay district offers ideal factory locations—combining large, specially planned tracts with direct rail and water shipment, perfect working climate for the entire year, low costs of living in attractive home districts and progressive community surroundings. The port itself challenges attention, with a coast line of 100 miles, 40 piers in San Francisco and 15 miles of berthing space.

The district has also developed a financial structure able to care for great industrial and mercantile developments. The leading western city in bank clearings, San Francisco stands seventh among all cities in the United States.

The ability to come, full of vigor, to each day's work in the year is strikingly reflected in the low costs of the branch plants of many eastern concerns located about the Bay. Working efficiency is never interfered with by cold in winter or heat in summer. The mean average temperature varies from 58° in August to 49.5° in January.

San Francisco offers a local market of a million people within the usual direct delivery distances, and 23.8 per cent of the people of the entire Pacific slope within 150 miles. It is the point of shortest average haul to the general western market and has the most extensive rail facilities.

More than half the foreign commerce of the Pacific Coast is handled through the port of San Francisco.

The above conditions are reflected in the rapidity of new industrial advances.

No. of Establisments	Value of Product	Wage Earners
1909— 7659	$ 529,761,000	115,296
1914—10057	712,801,000	139,481
1919—11942	1,981,204,000	243,692

Growth during the past two years has been particularly marked by the establishment of a large number of branch plants of large eastern concerns, as well as small independent manufacturing plants.

BREEDING A SUPERIOR RACE

It is a fact, recently established beyond question by a report of the United States Children's Bureau, that California children grow to greater weight and height for their ages than the average children of the United States. When these children reach college their promise is fulfilled, as is evidenced by the number of tennis, track, and football stars California has produced in recent years.

ANOTHER index of health conditions is the infant mortality rate. The State of California shows one of the lowest infant mortality rates in the country, with San Francisco third lowest among the metropolitan cities, and Berkeley the lowest of all cities between fifty thousand and one hundred thousand population.

Given this superior human material with which to work, California educators have

THE GREAT WHITE SHRINE OF MT. SHASTA →

A legend of the Klamath Indians has it that Mt. Shasta was the first mountain to come from the hand of the Creator, and that subsequent creations never quite equaled that first masterpiece. Five living glaciers are still sculpturing the dome of Shasta. Mineral springs are numerous in this region, which offers countless attractions to the sightseer, as well as exceptional rewards to the orchardist and to the cattleman.

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gone far. In the fall of 1922 over twenty thousand students were registered in the University of California, making it the largest university in the United States and the second largest in the world. This university, through its Extension Division, has made the state its campus in a very real sense. The College of Agriculture has knit itself intimately and constructively into the rural life of the state, and the value of its services to agriculture can scarcely be measured. Besides its resident teaching departments at Berkeley, Davis, and Riverside, it maintains a large research staff whose work has contributed importantly to the development of new crops, the improvement of agricultural methods, and the study of marketing problems.

EXTENSION TEACHING

The Extension Division of the university, working through the highly developed Farm Bureau organization, maintains Farm Advisers, Home Demonstration Agents, and Boys and Girls Clubs in practically every county of the state.

California has worked out her own system of junior colleges, whereby the student may take his first two years of collegiate work in his own town, saving the burden of college residence elsewhere and remaining under home influence. Seventeen such junior colleges have been established in cities where university instruction is not available.

In addition there are twenty-two colleges in the state, eight normal schools, and eighteen special schools.

In the field of secondary education the consolidation movement has gained remarkable headway in the rural districts. Buildings costing a quarter of a million dollars are not uncommon, to which children are brought and returned by motor-bus. The equipment of these schools would do credit to the smaller eastern colleges, and includes gymnasiums, baths, assembly-rooms, and theaters. They serve whole countrysides as community centers. Physical education has been made an important feature of the school life through the compulsory physical education law which requires each student to spend one hour daily in the gymnasium or in the playground.

The increase in the attendance in the schools of California during 1910-1920 has been 55.1 per cent as against an increase in population of only 44.1 per cent. This increase in school population is no doubt due to the longer period devoted to the education of the youth, an index of growing prosperity and cultural progress.

In Oakland the Playground Department gives every individual child a chance to learn tennis, and it is planned soon to introduce the teaching of golf.

RISING STANDARDS

The rising standards of California's schools are indicated by the steady increase in the per-capita cost of education. Between 1919 and 1920 the per-capita cost for kindergarten instruction increased from $54.93 to $73.98; for elementary schools, from $49.95 to $61.99; for high schools, from $146.99 to $172.87. California spent approximately $33,000,000 on her elementary and secondary schools in 1919; in 1920 the figures rose to $47,500,000, an increase of over forty-four per cent.

The Russell Sage Foundation, in a study of the cost and efficiency of school systems, published in 1920, found that in practically all of the ten points established as determining school efficiency California divides the honors of leadership with Massachusetts. If, in the fundamental business of education, California can in seventy years rival New England, the source and mainspring of our national culture, what must the future hold? What better place in which to bring up a growing family?

IN THE COAST RANGE

(1) A typical Coast Range panorama. (2) The Russian River, in the heart of the redwood country, provides excellent bathing, boating, and hiking, and is within a few hours' drive of San Francisco. (3) The *Sequoia sempervirens*, or redwood, is found in dense stands in Del Norte, Humboldt, and Mendocino counties, and the output of the redwood mills approximates five hundred million feet annually.

PEOPLE PLAY IN CALIFORNIA

Whether it is the influence of the climate and the lure of an ever-enchanting natural environment, or whether it is the tradition bequeathed by the pleasure-loving caballeros whom the American occupation displaced, it is certainly true that people play more in California than they do in the East. They play easily, naturally, habitually.

EVERYBODY plays. You can be practically assured that although the lawyer or merchant prince whom you meet at the top of a San Francisco skyscraper may seem a marvel of concentrated business acumen, he has two personalities—one for work and one for play. In his leisure hours he perhaps is a great hunter and can tell you the habits of the ducks that are so plentiful in the countless coves and lagoons of the bay region, or of the quail which provide good hunting in almost every county in the state. The annual bag of the duck-hunters totals over a million—of the quail-hunters, half a million.

The prominent divine whose church you attend may prove to be a veteran mountaineer, who hiked with John Muir when the latter was president of the Sierra Club; or he may be an enthusiastic fisherman during the summer months when the pulpit does not claim him. Get him on his hobby and he will tell you about the famous golden trout that inhabits Volcano Creek and the headwaters of the Kern River on the slopes of Mt. Whitney. California is a leader in her output of salmon and trout. Huntington Lake, Yosemite, the Pines, the Tahoe region, the lakes and streams of Siskiyou County, the Feather, San Joaquin, Kings, and Kern rivers all teem with trout—largely through the efforts of the California Fish and Game Commission, which maintains what is perhaps the best developed system of hatcheries in the United States.

FIRST IN COMMERCIAL FISHERIES

It is worth noting incidentally that California's commercial fisheries rank first among all the states of the Union. It is estimated that today the fish are about ten times as abundant on the California fishing-grounds as they are in the waters of the North Sea.

A love of the out-of-doors and an intelligent interest in the conservation of wild life is widespread and has expressed itself in the excellent game laws of California. Twenty-eight game refuges, comprising nearly two million acres of land, have been set aside by the state. The total area on which animal life is given absolute protection comprises nearly three million acres, or, roughly, about three per cent of the total acreage of the state.

If you read *California Fish and Game*, the monthly publication of the California Fish and Game Commission, you will come across brief but suggestive notes, such as "Mr. Jay Bruce, the state mountain lion hunter, has killed ninety lions during the past three years" (1919 to 1921), and "last year (1921) it is estimated that over fifteen hundred deer were killed in Mendocino County"—which give some idea of the excellent sport which California offers to the hunter.

MUNICIPAL CAMPS

The Municipal Camp, which bids fair to become as closely identified with American life as the organized playground, was born in California. Los Angeles was the first city in the country to appropriate money for recreation grounds outside the city limits. It has three camps, one of them situated in the mountains ninety miles from the city, and equipped with every facility for play, including a huge outdoor swimming-pool. Los Angeles, Oakland, Berkeley, Sacramento, Stockton, and Fresno all have camps in the Sierras, where board and room with modern conveniences, including electric light, costs as little as seven dollars a week, including transportation to and from the camp. And

VACATION LAND IN THE SIERRA ➳

(1) Lake Tahoe, which may be reached in a day's journey by rail or automobile from San Francisco, is a mountain playground so vast that, although many thousands of people spend their summers along its shores, and a good-sized steamer plies its waters, it preserves the appearance and feeling of wilderness. (2) The automobile takes you far, but the more remote hunting and fishing grounds must be reached by pack-train or on foot.

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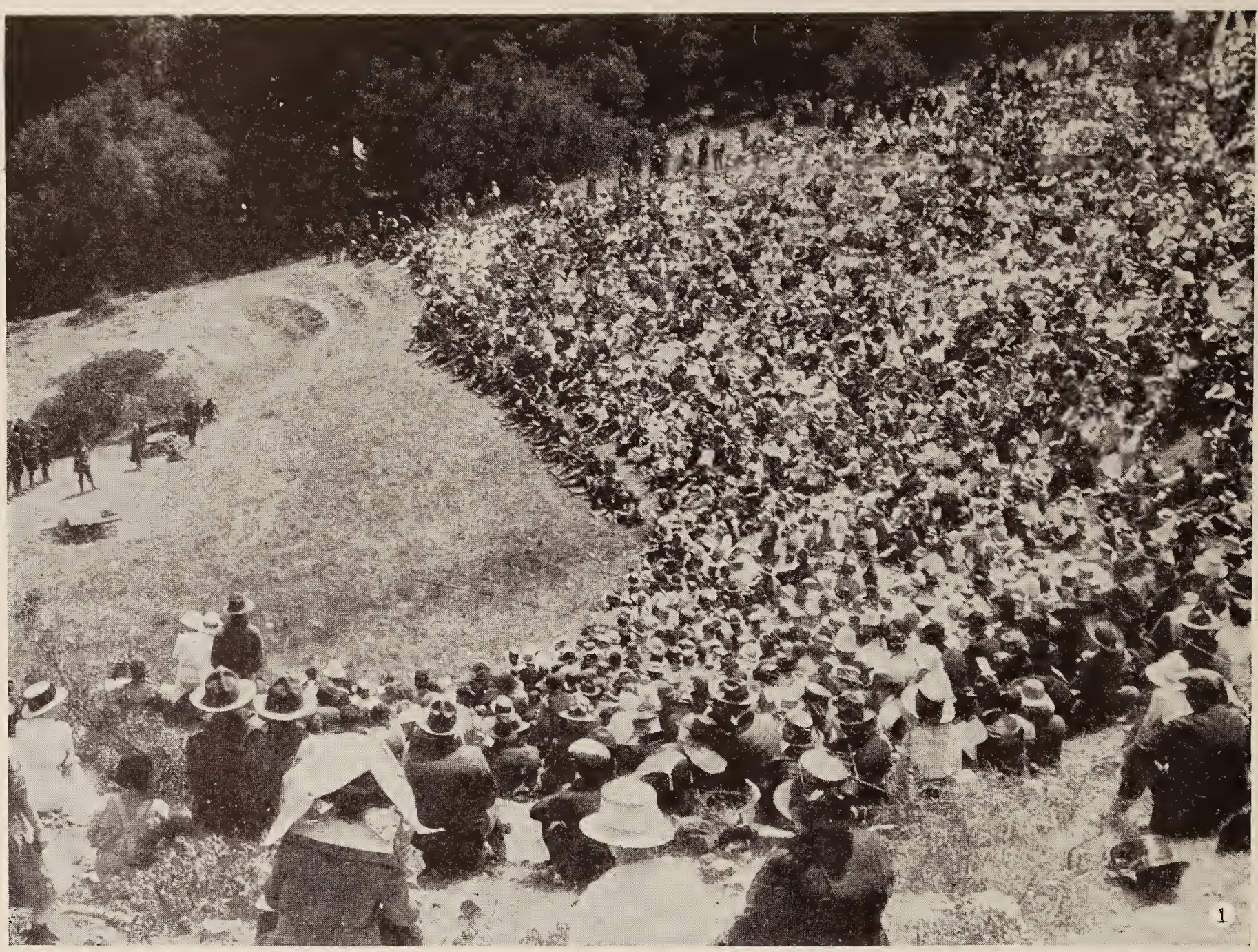
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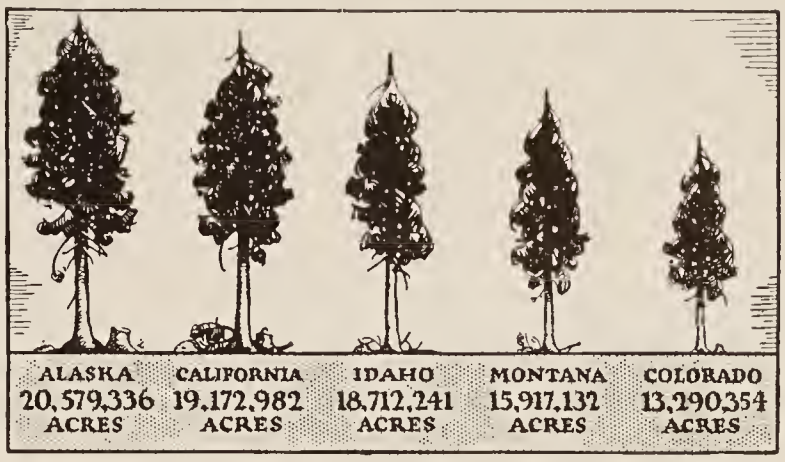
these camps, in which men and women from every walk of life share the democracy of the out-of-doors, are self-supporting. Many thousands of people used them in 1921.

A WHOLE CITY AT PLAY

People play in California not only as individuals, but as groups. Sometimes a whole city elects to throw care to the winds and play enthusiastically and single-heartedly for a week at a time. For example, during Sacramento's "Days of Forty-nine" celebration, in May, 1922, when the soberest citizens of the state capital allowed their whiskers to grow long, the women all donned hoop-skirts and bustles, the stores and office buildings on the main street wore false fronts representing the stores, saloons, and dance-halls of the mining days, and the town re-enacted the colorful drama of its beginnings with gay abandon. San Francisco shares this love of pageantry and of the arts in general. During the periodical celebrations of the discovery of the bay by Don Gaspar de Portola, the town remembers its Latin origins, there is dancing and singing in the public squares and the confetti is ankle-deep on Market Street.

PAGEANTRY

Every fall the vineyardists of the Napa Valley and of the Fresno section hold their elaborate Pageants of the Grape, while the upper Sacramento Valley celebrates the ripening of the first oranges with an elaborate orange and olive exposition. Every May the lovers of the Mountain Play climb to the auditorium on the peak of Tamalpais; every midsummer the Bohemian Club produces an original Grove Play among the mighty redwoods beside the Russian River. Throughout the year, drama is given in the Greek Theater at the University of California, and in the Forest Theater at Carmel. Symphony concerts in the Hollywood Bowl, grand opera in the stadium at Stanford University, dance-pageants of maidenhood on every college campus in the state—all are made possible by a climate that urges the practice of the arts under the open sky.



The menace of deforestation does not exist in California. It stands first in National forest areas among all other states of the Union, and is only surpassed by the virgin lands of Alaska. There are six acres of forest lands for every man, woman, and child in the state.

IN THE LATIN QUARTER

Many of the numerous racial groups of this cosmopolitan city have brought over their customs, their dances, their folk-festivals, and in the congenial atmosphere of California they thrive with undiminished vigor. In 1921 the combined Italian societies of the city held a seven-day celebration of Dante's six hundredth anniversary, which John Cowper Powys, the English critic, declared to be the most interesting folk-festival held in honor of the poet's centennial in the United States.

New York struggles in vain to preserve its foreign theaters. But in San Francisco the Spanish, Italian, and French racial groups all have their companies, and in addition fill the store windows of the Latin Quarter with frequent announcements of festivals, operatic performances, dances, etc. Chinatown, besides its drama, has a life all its own, and scarcely a week passes that does not see picturesque processions marching along Grant Avenue to the banging accompaniment of the gongs.

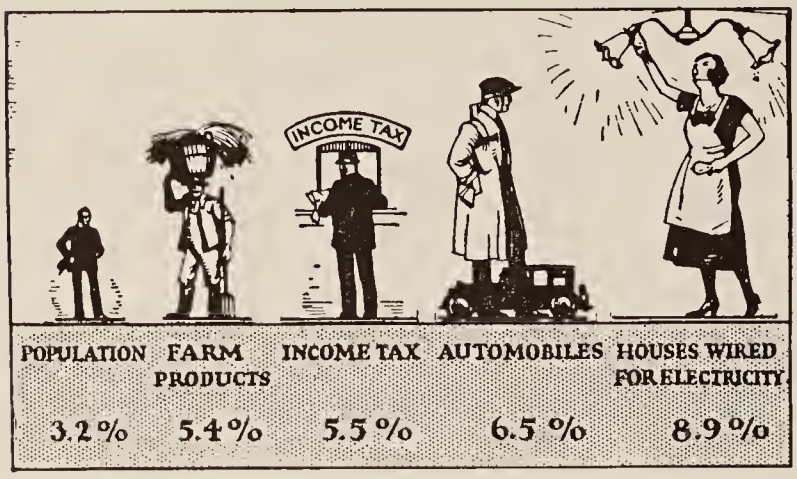
A CIVIC OPERA COMPANY PLANNED

San Francisco now maintains an excellent symphony orchestra, and when the traveling opera companies come to the city the attendances break all records.

By the autumn of 1924 it is planned that

BEAUTIFUL MARIN COUNTY

(1) Great crowds assemble every year in a natural amphitheater near the crest of Mt. Tamalpais to witness the production of the Mountain Play. (2) A suburban home in Ross. (3) John Muir's cabin in Muir Woods, at the base of Tamalpais. (4) Corinthian Island and Tiburon seen from the delightful peninsula of Belvedere, with the boats of the Corinthian Yacht Club anchored in the cove. (Forty-five minutes by ferry from San Francisco.)



California, with only 3.2 per cent of the population of the United States, produces 5.4 per cent of the farm products of the country; pays 5.5 per cent of the income tax; has 6.5 per cent of the automobiles; and owns 8.9 per cent of the homes wired for electricity.

a great memorial opera-house will stand opposite the City Hall, and that performances will be given by a civic opera company, reinforced by famous artists from abroad.

The collections in the Memorial Museum and in the California Academy of Sciences, both in Golden Gate Park, are constantly being added to. At the Palace of Fine Arts, built during the Exposition, are held notable exhibitions of ancient and modern paintings.

Through its lectures, concerts, and recitals, devoted to the allied arts of all nations, the San Francisco Museum of Art is playing a rôle of growing importance in the cultural life of the West.

Besides the three or four theaters in which appear the road companies out of New York, there are at least three local stock companies, as well as "little theaters" too numerous to mention.

EVERYBODY MOTORS

Since there is an automobile for every fifth person in the state and the average family numbers five, practically every man, woman, and child can enjoy motoring. That is why, although the land is one of tremendous distances, Californians exhibit more familiarity with the far corners of their state than you would expect.

Since 1909 California has spent on good roads $93,000,000. California standards of road construction are unusually high. There are 6259 miles of paved highways in the state at present, and it is planned to improve an additional 5560 miles. This does not include the remarkable scenic boulevards developed by the cities, or the network of mountain roads which afford scenic views unsurpassed anywhere in the world.

Last year some 23,000 motor cars chugged over the passes of the Sierra and down into the sunny foothills and valleys of California —tourists driving these roads, most of them for the first time. Six months later one out of every three of these visitors had taken out a permanent license-plate for his car!

They came as tourists—they remained as Californians. They found what you will find when you come to California—that for those who bring ability and a fair stake to start with, California holds a richer life and a wider opportunity.

CHOOSE YOUR TOMORROW IN CALIFORNIA

The leaders of California's business, professional, and social life today are, for the most part, the sons and daughters of the men and women who in the middle of the last century elected to live their tomorrows in the sunny land of California, did the strenuous work of pioneering, and reaped the pioneer's reward.

The perils and the grinding struggle of pioneering in California belong to the past. But the pioneer's opportunities are still open —in fact, they are probably richer and more numerous today than they were in the magnificent days of '49. Among the leading Californians of 1950 will be the men and women who elect to seize these opportunities, come West, and ride to prosperity on the tidal wave of a state development destined, unless all prophecies fail, to triple California's population in less than thirty years.

Whoever you are, if the spirit of the pioneer is in you—if you are a worker, a dreamer, a builder—there is a place and a chance for you in California.

There is a chance for you to live healthfully out-of-doors in a bland and benignant

THREE VIEWS OF ALAMEDA COUNTY

(1) Oakland City Hall, seen across Lake Merritt, a good-sized body of water which provides excellent recreational facilities at the heart of this progressive city. (2) The bell-tower at Mills College, the leading women's college of the West, located a few miles outside Oakland. (3) The Campanile Tower of the University of California, Berkeley, a landmark which may be seen from every part of the bay region.

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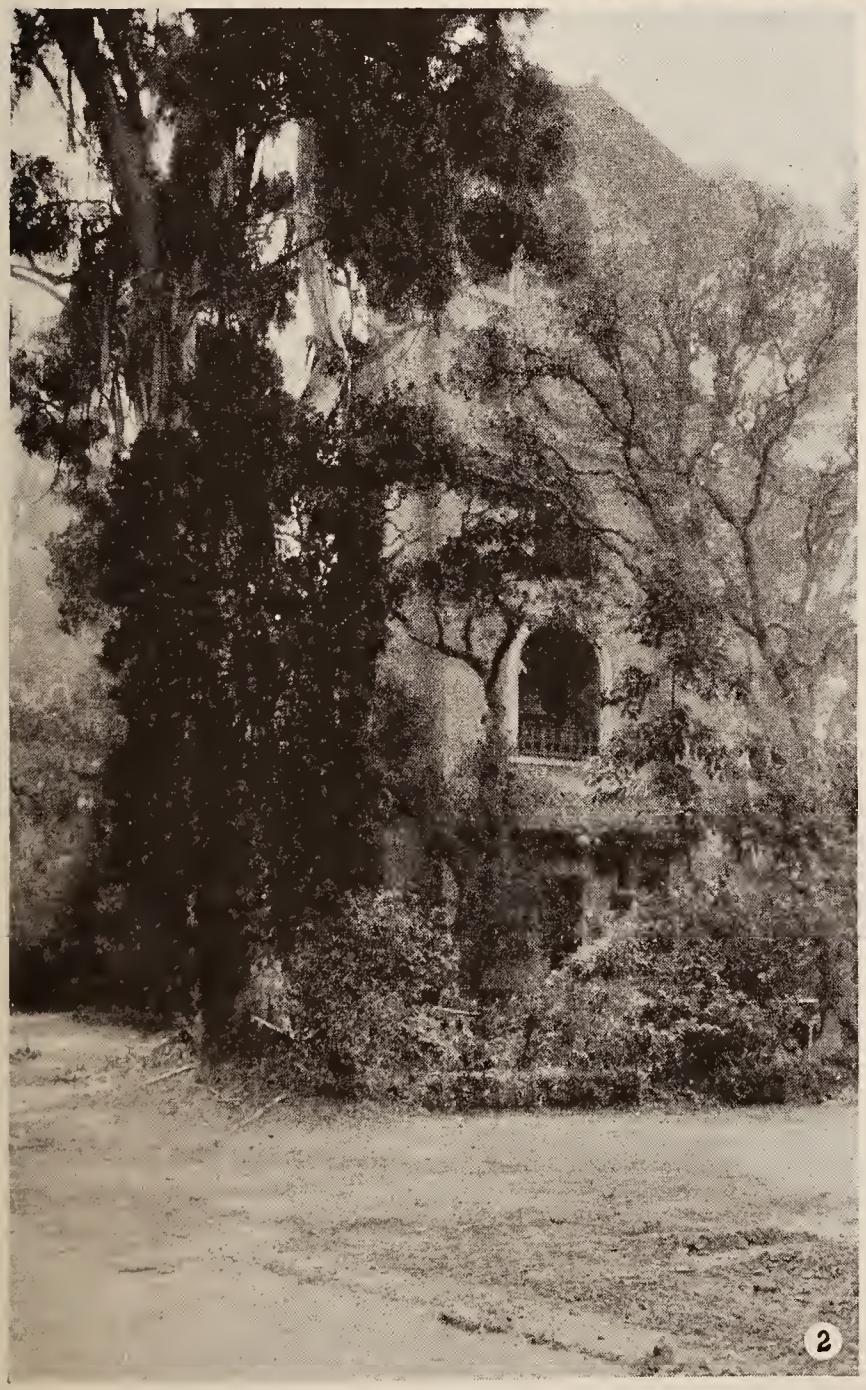

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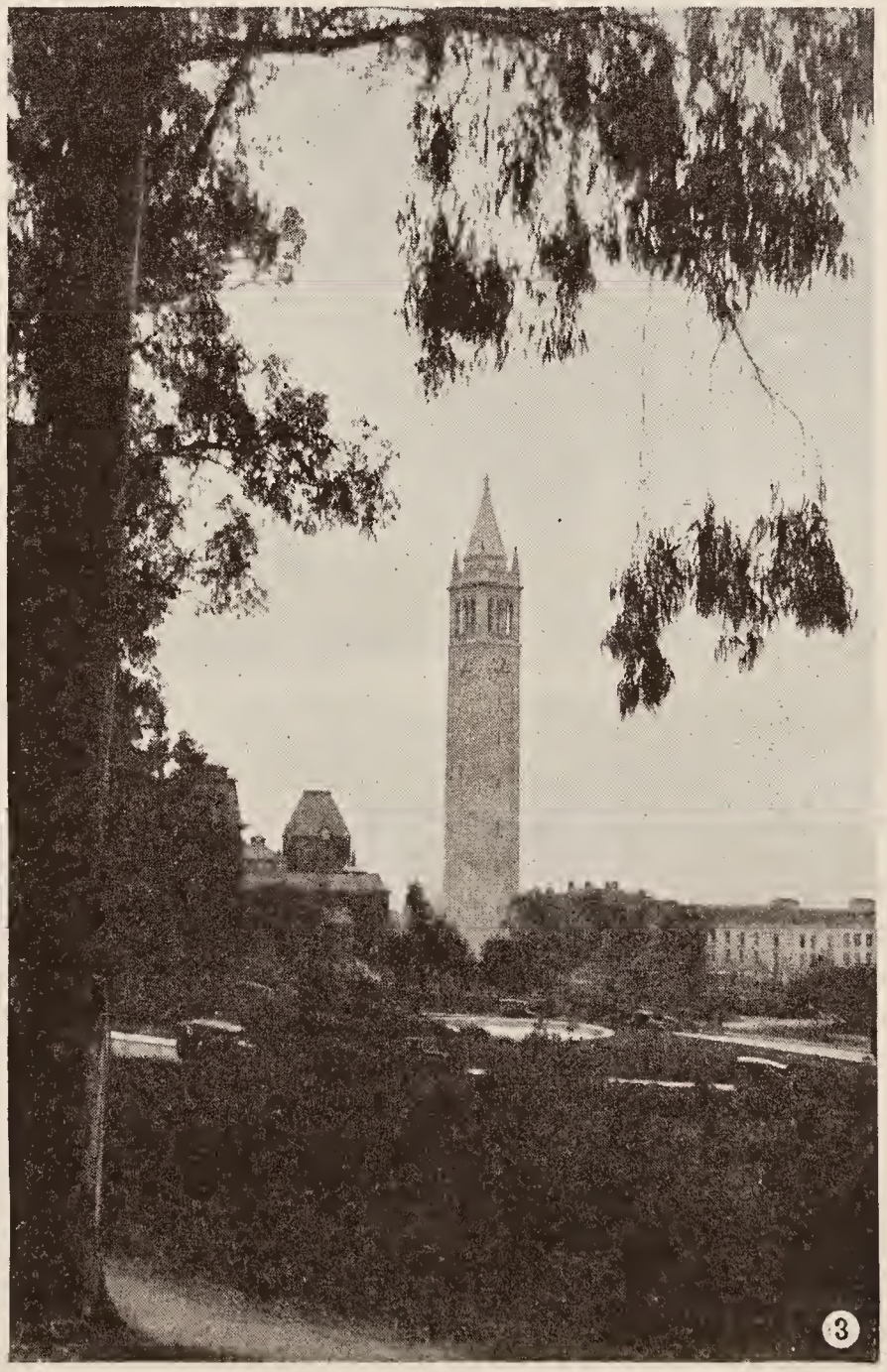

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climate, amid scenery which is a perpetual challenge and delight, among people who are almost universally friendly and helpful to the stranger.

There is a chance for you to work as you have never worked before, to laugh and talk and cultivate your friends as you have never done before.

There is a chance for you to find yourself, and in finding yourself make your own individual contribution to a young and developing civilization, full of hope, full of promise, rich with free, creative choices.

It is impossible in this booklet to do more than hint at these things.

In a world disillusioned, maimed, and staggering from the catastrophe of the great war, California stands forth as a tremendous reservoir of power and productivity, of health and youth and hope.

WHAT CALIFORNIANS INC. WILL DO FOR YOU

Californians Inc. is organized with the purpose of serving without charge the tourist and prospective settler in California. It maintains a central bureau of information, adequately staffed to furnish authentic information as to agriculture, commerce, industry, and recreation, and will undertake to answer with carefully verified facts any question you may ask about California.

CALIFORNIANS INC. has connections in practically every county of the state, so that impartial information regarding any particular locality is promptly obtainable. Close relations are maintained with all the various public and private agencies whose work is such that they are in a position to serve the prospective settler with valuable information and advice.

If you are a farmer, Californians Inc. will help you to find good land at a reasonable cost, and to become acquainted in the shortest possible time with the various basic factors of agricultural production in California, where conditions may differ very considerably from what you are accustomed to elsewhere.

If you are an industrialist, Californians Inc. will help you to survey the industrial opportunities in the state and establish yourself in the shortest possible time with the maximum advantage.

If you are a professional man, Californians Inc. will put you in touch with the particular professional groups who can best help you in getting settled.

If you simply want a place to live, Californians Inc. will do its best to spread before you impartially a wide variety of possible choices, with their respective merits fairly described.

If you are a tourist, Californians Inc. will provide you with maps, texts, introductions —everything that might help you to see all of this marvelous state with a maximum of comfort and pleasure.

All this is done with the object of eliminating waste of time and of money—waste to you and waste to the state, which has a very practical interest in seeing that new settlers come here properly financed and adequately informed concerning the basic things upon which their future happiness in California depends.

When you come to California, you are invited to make the offices of this organization in San Francisco your headquarters. We shall do everything in our power to see that you are happily launched as a resident of California, with every advantage that careful planning and a genuine sympathetic interest in your welfare can give you.

* * *

Meanwhile, write for whatever further specific information you wish—regarding homes and living conditions, agricultural opportunities, or recreations and scenic attractions. Address Californians Inc., Headquarters, San Francisco.

COSMOPOLITAN SAN FRANCISCO

(1) Championship golf on the Municipal Links beside the Golden Gate. (2) The street-corner flower-stands bloom twelve months in the year, and flowers are incredibly cheap. (3) San Francisco's Chinatown, the most fascinating foreign quarter in America. (4) Band-stand in Golden Gate Park. (5) A typical Sunday-afternoon crowd at the beach.

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